

SCOPE & APPLICABILITY

Extraterritorial
Applies when targeting products or services to AL consumers.



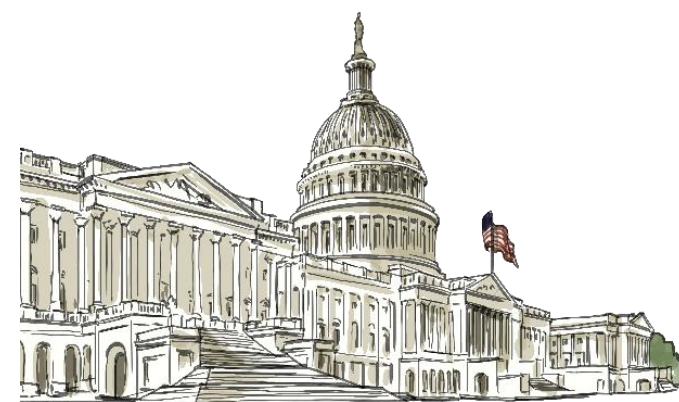
Applies when business controls or process data on

- at least 25,000 AL residents; or
- derives 25%+ of gross revenue from sale of data (no min number of residents)

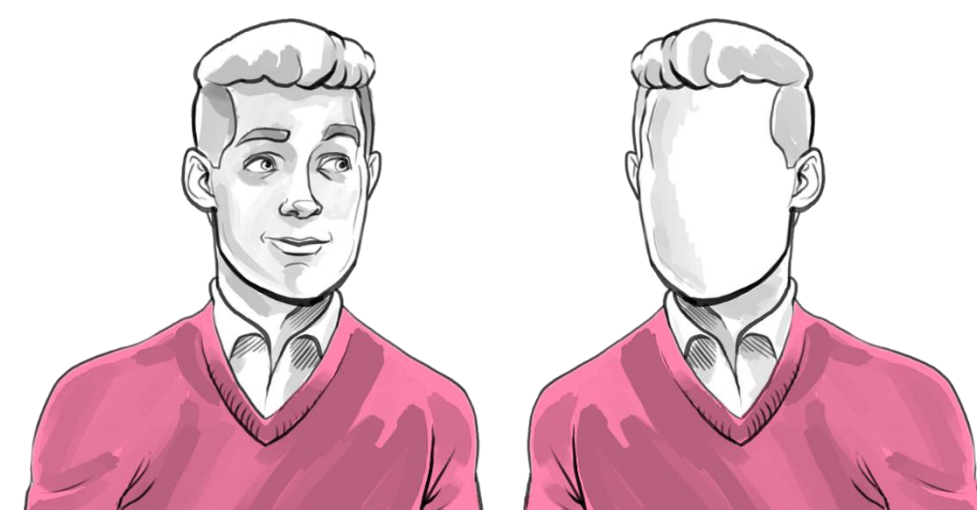
Applies to for-profit companies and non-profits.

Exempts businesses with < 500 employees and non-profits with < 100 employees unless they sell personal data.

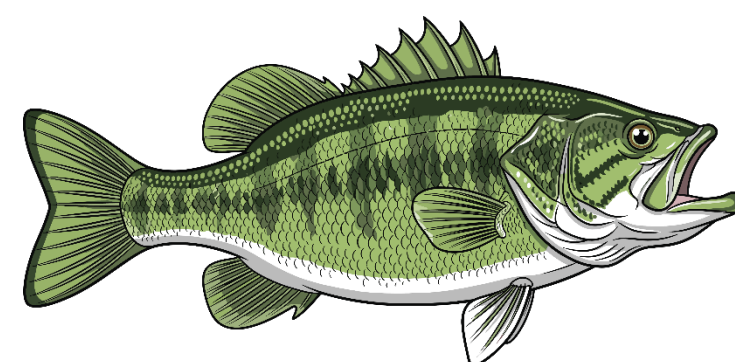
Excludes data regulated by federal privacy laws such as HIPAA, GLBA, FCRA, and FERPA.



PERSONAL DATA



Identified Identifiable



ALABAMA

Personal Data Protection Act



INDIVIDUAL RIGHTS

Racial or Ethnic Origin



Data Collected From Child



Religious Beliefs



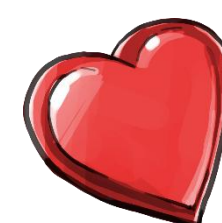
Mental or Physical Health Diagnosis



Genetic or Biometric Data



Sexual Orientation



Precise Geolocation



Citizenship or Immigration Status



RESPONSIBILITIES

Notice



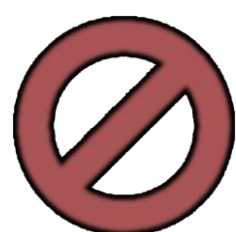
Data Quality



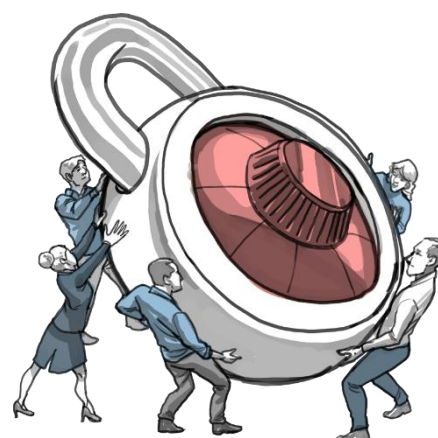
Data Minimization



Prohibition on Discrimination for Exercising Rights



Data Security



Data Protection Impact Assessments (DPIA)
No requirement, unlike most states.

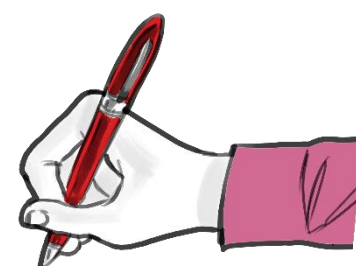
Data Processing Agreements



Respond to Consumer Requests
45 days to respond + 45-day extension



Right to Correct



Right to Delete



Right to Opt Out

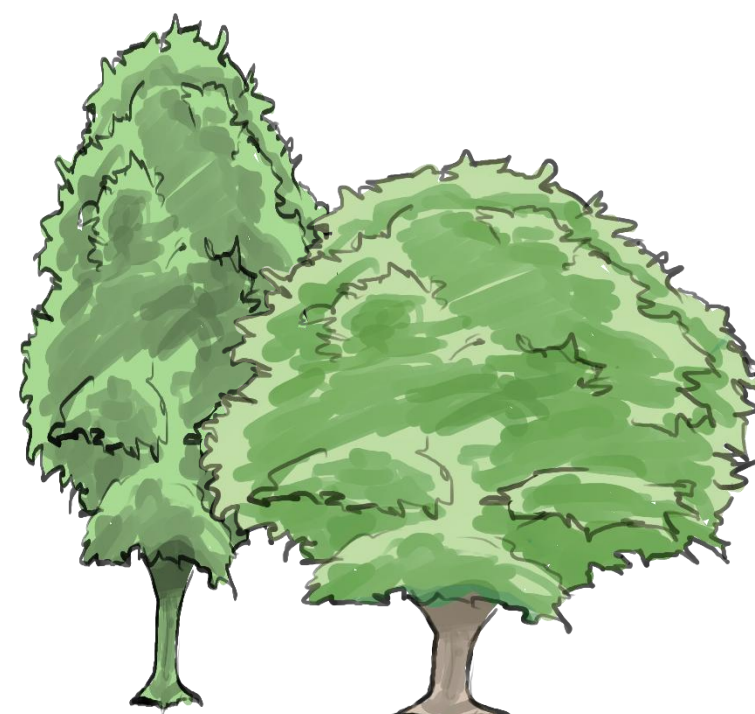
- sale of data
- targeted ads
- profiling



Right to Information



Right to Data Portability



ENFORCEMENT

Enforced by the Alabama Attorney General.



No private right of action.



Max fine \$15,000 for violations (higher than most states).



45-day cure period (permanent)

