

US State Privacy Law Tracker

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California, Colorado, Virginia, Utah, Connecticut, and Iowa all passed comprehensive privacy laws in recent years—creating a patchwork of requirements that companies must understand and comply with to avoid significant penalties.

Additional privacy legislation has been introduced in 23 others states, so understanding these laws and implementing stricter data privacy measures will soon be table stakes for operating a business in the US. **Read on to learn what each state privacy law requires and how they will affect your business.**

California Consumer Privacy Act	Virginia Consumer Data Protection Act	Colorado Privacy Act	Connecticut Data Privacy Act	Utah Consumer Privacy Act	Iowa Privacy Act
CCPA <small>As amended by CPRA</small>	VCDPA	CPA	CTDPA	UCPA	IPA
Effective Date					
January 1, 2023	January 1, 2023	July 1, 2023	July 1, 2023	December 31, 2023	January 1, 2025
Thresholds to applicability					
CPRA Conducts business in CA and collects personal information of CA residents AND Fulfills one of the following: <div>Shares, sells, or buys personal data for 100,000 or more consumers per year Has \$25 million or more in annual revenue for the preceding calendar year Earns more than 50% of annual revenue from selling or sharing personal information</div>	VCDPA Conducts business in VA or markets products/services to VA residents AND Controls or processes the personal data of 100,000 or more consumers per year OR Derives over 50% of gross revenue from selling personal data and processes the personal data of 25,000+ consumers	CPA Conducts business in CO or markets products/services to CO residents AND Controls or processes the personal data of 100,000 or more consumers per year OR Derives any revenue or receives discounts from selling personal data and controls personal data of 25,000 or more consumers	CTDPA Conducts business in CT or markets products/services to CT residents AND Controls or processes the personal data of 100,000 or more consumers per year OR Derives over 25% of gross revenue from selling personal data and processes the personal data of 25,000+ consumers	UCPA Conducts business in UT or markets products/services to UT residents AND Has \$25 million or more in annual revenue AND Fulfills one of the following: <div>Controls or processes personal data of 100,000 or more consumers per year Derives over 50% of gross revenue from selling personal data and processes personal data of 25,000+ consumers</div>	IPA Conducts business in IA or markets products/services to IA residents AND Controls or processes the personal data of 100,000 or more consumers per year OR Derives over 50% of gross revenue from selling personal data and controls personal data of 25,000 or more consumers
Consumer rights					
Access Portability Deletion Correction Opt Out	Access Portability Deletion Correction Opt Out	Access Portability Deletion Correction Opt Out	Access Portability Deletion Correction Opt Out	Access Portability Deletion Opt Out	Access Portability Deletion Opt Out
Opt out mechanism required for...					
Data sales, targeted advertising, and automated profiling	Data sales, targeted advertising, and automated profiling	Data sales, targeted advertising, and automated profiling	Data sales, targeted advertising, and automated profiling	Data sales and targeted advertising	Data sales
Opt-in consent					
Required to share or sell personal information for minors 16 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 16 years or younger *If required by COPPA	Required to share or sell personal information for minors 13 years or younger *If required by COPPA
Data protection assessments					
Annual cybersecurity audit and risk assessments will be required—specific guidelines still to be determined	Required for sale, targeted advertising, sensitive data, and certain profiling	Required for sale, targeted advertising, sensitive data, and certain profiling	Required for sale, targeted advertising, sensitive data, and certain profiling	N/A	N/A
Authorized agents					
Permitted for all consumer rights requests	N/A	Permitted for opt-out requests	Permitted for opt-out requests	N/A	N/A
Notice at collection					
Required	Required	Required	Required	Required	Required
Right to appeal					
N/A	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	N/A	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights
Enforcement					
Attorney General and California Privacy Protection Agency	Attorney General	Attorney General District Attorneys	Attorney General	Attorney General (All complaints vetted through Utah Division of Consumer Protection first.)	Attorney General
Private right of action					
Yes, for security breaches involving specific sensitive personal information	N/A	N/A	N/A	N/A	N/A
Automatic cure period					
30-day cure period (Discretionary as of Jan. 1, 2023)	30 days	60 days (Discretionary as of Jan. 1, 2025)	60 days (Discretionary as of Jan. 1, 2025)	30 days	90 days
Fines					
Up to \$2,500 per unintentional violation or up to \$7,500 per intentional violation	Up to \$7,500 per violation in civil penalties	Up to \$20,000 per violation in civil penalties	Up to \$5,000 per violation in civil penalties	Up to \$7,500 per violation in civil penalties, plus actual damages to the consumer	Up to \$7,500 per violation in civil penalties, plus actual damages to the consumer

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Transcend helps companies put privacy on autopilot.