

What's New? Data Privacy & Legislation Update



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- Regulation in European Union (EU) law on data protection and privacy for all individual citizens of the European Union
- Effective May 25, 2018
- Emphasis on legal basis and purposes for processing data
- Opt-in
- Right of deletion

“The most important change in data privacy regulation in 20 years.”



Data that *identifies, relates to, describes, is capable of being associated with, or could be linked, directly or indirectly, with a particular consumer or household*

- California Privacy Rights and Enforcement Act (CPRA)
- Effective January 1, 2023
- Opt-out
- California Consumer Privacy Act (CCPA) remains in effect

Data intelligence will be a patchwork quilt of US data regulation.

What does that mean for your programs?



A Better Alternative

A robust, transparent, bipartisan federal privacy law

Senator Maria Cantwell (D-WA)



Senator Richard Blumenthal (D-CT)



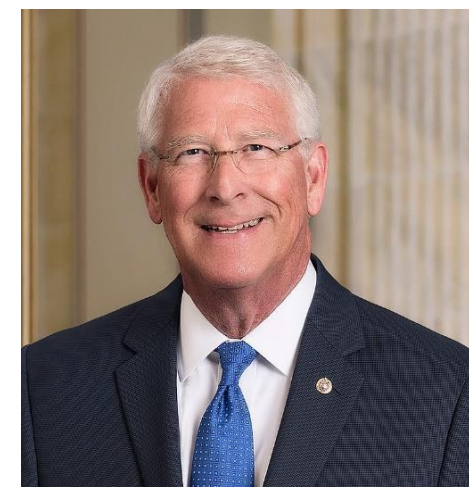
Senator Brian Schatz (D-HI)



Representative Suzan DelBene (D-WA)



Senator Roger Wicker (R-MS)



Senator John Thune (R-SD)



Senator Jerry Moran (R-KS)



Representative Cathy McMorris Rodgers (R-WA)





WE WANT YOU!

Key takeaways:

Data regulation is real. *The train has left the station.*

Preparation is in your hands.

You have a voice in Congress.

No time like the present.

Questions?

THANK YOU!



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