

# US State Privacy Laws

U.S. State privacy laws impose many new obligations on businesses that collect “personal information” from residents of those states, including:

- California Consumer Privacy Act of 2018, updated by the California Privacy Rights Act of 2020 (“CCPA”)
- Virginia Consumer Data Protection Act (VCDPA)
- Colorado Privacy Act (CPA)
- Connecticut Data Privacy Act (CTDPA)
- Utah Consumer Privacy Act (UCPA)
- Illinois Biometric Information Privacy Act (BIPA)

To help our clients address, implement and operationalize the broad scope of these laws and their implementing regulations, our privacy compliance team has developed a streamlined process to make U.S. state privacy law compliance efforts effective and efficient.

Polsinelli regularly helps clients understand and comply with these obligations by providing accurate, clear, pragmatic legal advice. Our business-focused approach does more than advise the letter of the law regarding U.S. privacy laws. Drawing on many years of experience with the ways in which organizations approach privacy compliance, we adopt a risk-based approach to add real value to our clients’ businesses. Our team regularly advises clients on privacy notices, privacy complaints and investigations, consumer requests, vendor diligence and agreements and identifying and operationalizing opt-out processes for the sale and sharing of personal information.

## **Our services include:**

- Developing comprehensive privacy compliance programs to address the varying legal obligations created by this patchwork of laws.
- Assisting organizations in implementing and maintaining their compliance programs and adapting to the changing legal landscape.
- Helping organizations integrate their US compliance obligations with existing programs implemented to address laws such as the EU’s GDPR.
- Helping organizations understand the varying exemptions which apply to certain industry sectors, such as financial institutions subject to GLBA, and health care companies subject to HIPAA.
- Providing outside privacy counsel services to address operational issues such as vendor management, internal training, consumer rights, and data mapping.

# Publications

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November 25, 2025

**White House Draft EO Targets State AI Laws as New EO Emphasizes Security**

October 2, 2025

**\$1.35M CPPA Fine Signals New Focus on Privacy Disclosures**

August 5, 2025

**What You Need to Know About California's Finalized CCPA Amendments: Part Two**

July 25, 2025

**What You Need to Know About California's Finalized CCPA Amendments: Part One**

May 9, 2025

**Two New AI Laws, Two Different Directions (For Now)**

May 2025

**2024 State Consumer Privacy Law Year-In-Review**

*Co-Author, Pratt's Privacy and Cybersecurity Law Journal Vol 11 No 4*

February 26, 2025

**2024 State Consumer Privacy Law Year-in-Review**

February 25, 2025

**Some States Step Up Early to Regulate AI Risk Management**

February 6, 2025

**2025 Technology Transactions & Data Privacy Report**

November 19, 2024

**CPPA Board Adopts New Data Broker Regulations**

January 24, 2024

**2024 Tech Transactions & Data Privacy Report**

January 11, 2023

**New York Department of Financial Services Announces a \$1.9 Million Settlement With Insurance Agency For Violations of New York's Cybersecurity Regulation**

October 21, 2022

**Colorado Consumer Privacy Rules Add to Looming Business Mandates**

*Quoted, Bloomberg Law*

October 21, 2022

**Colo. Privacy Rules Spotlight Emerging Patchwork Of Laws**

*Quoted, Law360*

August 30, 2022

**CPRA and Employee Data – What Businesses Need to Know**