

# OFFICE OF FISCAL ANALYSIS

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sSB-4

## AN ACT CONCERNING CONSUMER PRIVACY AND PROTECTION.

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### **OFA Fiscal Note**

#### **State Impact:**

Agency Affected	Fund-Effect	FY 27 \$	FY 28 \$
Consumer Protection, Dept.	GF - Cost	773,523	355,830
State Comptroller - Fringe Benefits <sup>1</sup>	GF - Cost	109,197	145,596
Resources of the General Fund	GF - Potential Revenue Gain	See Below	See Below

Note: GF=General Fund

**Municipal Impact:** None

#### **Explanation**

The bill requires the Department of Consumer Protection (DCP) to register and regulate data brokers, establish and maintain an accessible deletion mechanism program, and enforce various civil penalties/fines and an unfair trade practice violation for certain algorithmic pricing violations resulting in the following costs:

- DCP does not have the resources or expertise to develop the deletion mechanism program and will need to hire a consultant to create the program for a cost of approximately \$500,000 in FY 27.
- To meet the requirements of the bill DCP will need to hire four

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<sup>1</sup>The fringe benefit costs for most state employees are budgeted centrally in accounts administered by the Comptroller. The estimated active employee fringe benefit cost associated with most personnel changes is 41.82% of payroll in FY 27.

new positions<sup>2</sup> for a salary and other expenses cost of \$273,523 in FY 27<sup>3</sup> and \$355,830 in FY 28, along with associated fringe benefit costs of \$109,197 in FY 27 and \$145,596 in FY 28.

The bill also creates various civil penalties, fees, and fines which result in a potential revenue gain to the state to the extent fees are paid or violations occur, described below:

- Requires data brokers to be licensed by DCP and pay an initial registration and subsequent annual renewal fees of \$600.
- Allows DCP to charge an unspecified fee amount for each registered data broker that accesses the deletion mechanism program.
- Allows DCP to impose a civil penalty of up to \$5,000 per day for any violation of sections 2 to 7.
- Requires car manufacturers to put a tariff cost estimate on new cars and allows fines of up to \$1,000 to be issued for any violations.

The bill also makes various changes concerning consumer privacy and protection resulting in no fiscal impact to the state.

### ***The Out Years***

The annualized ongoing fiscal impact identified above would continue into the future subject to employee wage increases, the number of licenses applied for, the number of violations, and inflation.

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<sup>2</sup>The positions include a legal program manager, staff attorney, license and application specialist, and inspector.

<sup>3</sup>Costs in FY 27 reflect nine months of expenditures due to the bill's 10/1/26 effective date.