



AN ACT CONCERNING CONSUMER PRIVACY AND PROTECTION.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2026*) As used in this section and
2 sections 2 to 9, inclusive, of this act, unless the context otherwise
3 requires:

4 (1) "Accessible deletion mechanism" means the mechanism
5 established pursuant to subsection (a) of section 5 of this act;

6 (2) "Applicant" means any data broker that submits an application for
7 an initial registration, or for a registration renewal, under subsection (b)
8 of section 2 of this act;

9 (3) "Brokered personal data" means any personal data that a data
10 broker obtains from a third party and categorizes or organizes for the
11 purpose of enabling the data broker to sell or license such personal data
12 to another person;

13 (4) "Business" (A) means (i) any person who regularly engages in
14 commercial activities for the purpose of generating income, (ii) any
15 bank, Connecticut credit union, federal credit union, out-of-state bank,
16 out-of-state trust company or out-of-state credit union, as such terms are
17 defined in section 36a-2 of the general statutes, and (iii) any other person
18 who controls, is controlled by or is under common control with any
19 person described in subparagraph (A)(i) or (A)(ii) of this subdivision,

20 and (B) does not include any body, authority, board, bureau,
21 commission, district or agency of this state or of any political
22 subdivision of this state;

23 (5) "Commissioner" means the Commissioner of Consumer
24 Protection;

25 (6) "Consumer" has the same meaning as provided in section 42-515
26 of the general statutes, as amended by this act;

27 (7) "Data broker" means any business or, if such business is not an
28 individual, any portion of such business that sells or licenses brokered
29 personal data to another person;

30 (8) "Data service provider" means any person who maintains
31 personal data on behalf of a registered data broker;

32 (9) "Deletion request" means any request submitted by or on behalf
33 of a consumer under subparagraph (A) of subdivision (1) of subsection
34 (a) of section 5 of this act;

35 (10) "Department" means the Department of Consumer Protection;

36 (11) "License" (A) means to grant access to, or distribute, brokered
37 personal data in exchange for consideration, and (B) does not include
38 using any personal data for the sole benefit of the person who provided
39 such personal data if such person maintains control over the use of such
40 personal data;

41 (12) "Minor" means any consumer who is younger than eighteen
42 years of age;

43 (13) "Participating consumer" means any consumer who submits a
44 verified deletion request either directly or through an authorized agent;

45 (14) "Person" has the same meaning as provided in section 42-515 of
46 the general statutes, as amended by this act;

47 (15) "Personal data" has the same meaning as provided in section 42-

48 515 of the general statutes, as amended by this act;

49 (16) "Registered data broker" means any data broker that is actively
50 registered as a data broker in accordance with the provisions of section
51 2 of this act; and

52 (17) "Unregistered data broker" means any data broker that is not
53 actively registered as a data broker in accordance with the provisions of
54 section 2 of this act.

55 Sec. 2. (NEW) (*Effective October 1, 2026*) (a) Except as provided in
56 section 7 of this act, no data broker shall sell or license brokered personal
57 data in this state on or after January 1, 2027, unless the data broker is
58 actively registered with the Department of Consumer Protection in
59 accordance with the provisions of this section.

60 (b) Except as provided in subsection (d) of this section and section 7
61 of this act, a data broker that intends to sell or license brokered personal
62 data in this state shall submit to the Department of Consumer
63 Protection, in a form and manner prescribed by the Commissioner of
64 Consumer Protection, an application for an initial registration as a data
65 broker. Each application for an initial registration as a data broker shall
66 be accompanied by an initial registration fee in the amount of six
67 hundred dollars. Each initial registration issued pursuant to this
68 subsection shall expire on December thirty-first of the year in which
69 such initial registration was issued, and may be renewed for successive
70 one-year terms upon submission of a registration renewal application
71 made in the manner set forth in this subsection for an initial application
72 and payment of a registration renewal fee in the amount of six hundred
73 dollars. All fees collected under this subsection shall be deposited in the
74 General Fund.

75 (c) Except as provided in subsection (d) of this section, each
76 application submitted to the Department of Consumer Protection under
77 subsection (b) of this section shall disclose: (1) The applicant's name,
78 mailing address and an actively monitored electronic mail address and
79 telephone number; (2) the address of the applicant's primary Internet

80 web site; (3) the address of a publicly accessible Internet web page on
81 the applicant's primary Internet web site that (A) does not make use of
82 any dark pattern, as defined in section 42-515 of the general statutes, as
83 amended by this act, and (B) details how a consumer may exercise each
84 of the rights afforded to the consumer under subsection (a) of section
85 42-518 of the general statutes, as amended by this act; (4) whether the
86 applicant collects (A) minors' personal data, or (B) consumers' precise
87 geolocation data or reproductive or sexual health data, as such terms are
88 defined in section 42-515 of the general statutes, as amended by this act;
89 (5) the measures the applicant will take to ensure that no personal data
90 is sold or licensed in violation of the provisions of sections 1 to 9,
91 inclusive, of this act or sections 42-515 to 42-526, inclusive, of the general
92 statutes, as amended by this act; (6) whether, and to what extent, the
93 applicant or any of its subsidiaries is regulated under (A) the Fair Credit
94 Reporting Act, 15 USC 1681 et seq., as amended from time to time, (B)
95 Title V of the Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the
96 regulations adopted thereunder, as said act and such regulations may
97 be amended from time to time, (C) section 38a-38 of the general statutes,
98 or (D) the privacy, security and breach notification rules issued by the
99 United States Department of Health and Human Services, 45 CFR Parts
100 160 and 164, as amended from time to time; (7) for a registration renewal
101 application submitted on or after July 1, 2028, the statement the
102 applicant most recently posted on a publicly accessible Internet web
103 page on such applicant's primary Internet web site pursuant to section
104 6 of this act; (8) for a registration renewal application submitted on or
105 after July 1, 2030, (A) whether the applicant has undergone an audit
106 pursuant to subparagraph (A)(i) of subdivision (1) of subsection (d) of
107 section 5 of this act, and (B) if the applicant has undergone an audit
108 pursuant to subparagraph (A)(i) of subdivision (1) of subsection (d) of
109 section 5 of this act, the most recent year for which the applicant
110 submitted an audit report and the materials associated therewith to the
111 department pursuant to subdivision (2) of subsection (d) of section 5 of
112 this act; and (9) any other information the Commissioner of Consumer
113 Protection requires for the purposes of this section.

114 (d) The Department of Consumer Protection may approve and renew
115 an application for registration as a data broker in accordance with the
116 terms of an agreement between the department and the Nationwide
117 Multistate Licensing System.

118 Sec. 3. (NEW) (*Effective October 1, 2026*) No data broker shall sell or
119 license any personal data in violation of the provisions of sections 1 to
120 9, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the
121 general statutes, as amended by this act. Each registered data broker
122 shall establish a privacy policy which, at a minimum, shall include
123 measures to ensure that such registered data broker does not sell or
124 license any personal data in violation of the provisions of sections 1 to
125 9, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the
126 general statutes, as amended by this act.

127 Sec. 4. (NEW) (*Effective October 1, 2026*) The Commissioner of
128 Consumer Protection shall establish, and periodically update, an
129 Internet web page on the Department of Consumer Protection's Internet
130 web site disclosing: (1) For each registered data broker, the information
131 required under subsection (c) of section 2 of this act that was included
132 in the application such registered data broker most recently submitted,
133 and the department most recently approved for such registered data
134 broker, under subsection (b) of section 2 of this act; and (2) the accessible
135 deletion mechanism established by the commissioner pursuant to
136 subsection (a) of section 5 of this act.

137 Sec. 5. (NEW) (*Effective October 1, 2026*) (a) Not later than January 1,
138 2027, the Commissioner of Consumer Protection shall establish an
139 accessible deletion mechanism program. As part of the accessible
140 deletion mechanism program, the commissioner shall establish an
141 accessible deletion mechanism that:

142 (1) Enables a consumer, or the consumer's authorized agent, to (A)
143 submit a deletion request, in a verifiable form and manner prescribed
144 by the commissioner, without charge to the consumer or such
145 authorized agent and in any language spoken by a consumer for whom

146 a registered data broker has collected personal data, that all registered
147 data brokers and data service providers delete the consumer's personal
148 data, and (B) specifically exclude one or more registered data brokers,
149 and all data service providers for such registered data broker or brokers,
150 from the consumer's deletion request;

151 (2) Enables a consumer, or the consumer's authorized agent, to (A)
152 securely submit additional personal data, in a form and manner
153 prescribed by the commissioner, to aid in processing the consumer's
154 deletion request, (B) determine the status of the consumer's deletion
155 request, and (C) not more frequently than once during any forty-five-
156 day period, submit an update to the participating consumer's verified
157 deletion request in a verifiable form and manner prescribed by the
158 commissioner, without charge to such participating consumer or such
159 participating consumer's authorized agent and in any language spoken
160 by a consumer for whom a registered data broker has collected personal
161 data;

162 (3) Enables a registered data broker to determine whether a
163 consumer, or the consumer's authorized agent, has specifically excluded
164 the registered data broker, and all data service providers for such
165 registered data broker, from the consumer's deletion request or any
166 update thereto;

167 (4) Does not enable a registered data broker that accesses the
168 accessible deletion mechanism for the purposes set forth in subdivision
169 (3) of this subsection to access any additional personal data by way of
170 such accessible deletion mechanism;

171 (5) Is readily accessible and usable by consumers with disabilities;

172 (6) Incorporates reasonable security safeguards, including, but not
173 limited to, administrative, physical and technical safeguards, to protect
174 consumers' personal data from any unauthorized use, disclosure,
175 access, destruction or modification by way of the accessible deletion
176 mechanism; and

177 (7) Provides, in a manner that is readily understandable by
178 consumers, (A) a description of what constitutes personal data and
179 therefore may be subject to a deletion request, (B) an explanation of the
180 processes for a consumer, or the consumer's authorized agent, to submit
181 and update a deletion request, and (C) a description of the actions
182 required under subsections (b) and (c) of this section.

183 (b) On and after February 15, 2027, and except as provided in section
184 7 of this act, the Commissioner of Consumer Protection, or the
185 commissioner's authorized agent, shall:

186 (1) Verify that the consumer, or the consumer's authorized agent,
187 who purportedly submitted a deletion request or update thereto
188 actually submitted such deletion request or update; and

189 (2) If the commissioner, or the commissioner's authorized agent,
190 cannot verify that the consumer, or the consumer's authorized agent,
191 who purportedly submitted a deletion request or update thereto
192 actually submitted such deletion request or update, specify that all
193 registered data brokers, and all data service providers for such
194 registered data brokers, that are not specifically excluded from such
195 unverified deletion request or such unverified update (A) may retain
196 any personal data such registered data brokers and data service
197 providers maintain concerning such consumer, and (B) shall process
198 such unverified deletion request or such unverified update as an
199 exercise of such consumer's right under subparagraph (B) of subdivision
200 (5) of subsection (a) of section 42-518 of the general statutes, as amended
201 by this act.

202 (c) (1) On and after February 15, 2027, and except as provided in
203 section 7 of this act, each registered data broker shall access the
204 accessible deletion mechanism at least once every forty-five days to:

205 (A) Examine each deletion request or update thereto to determine
206 whether such registered data broker, and all data service providers for
207 such registered data broker, are specifically excluded from such deletion
208 request or update; and

209 (B) (i) For each verified deletion request or verified update thereto
210 that does not specifically exclude such registered data broker, and all
211 data service providers for such registered data broker, and subject to the
212 exceptions set forth in subdivision (5) of this subsection, delete any
213 personal data such registered data broker maintains concerning the
214 participating consumer and direct all data service providers that
215 maintain any personal data concerning the participating consumer on
216 behalf of such registered data broker to delete such personal data; or

217 (ii) For each unverified deletion request or unverified update thereto
218 that does not specifically exclude such registered data broker, and all
219 data service providers for such registered data broker, (I) retain any
220 personal data such registered data broker maintains concerning the
221 consumer, and (II) process such unverified deletion request or such
222 unverified update, and direct all data service providers for such
223 registered data broker to process such unverified deletion request or
224 such unverified update, as an exercise of the consumer's right under
225 subparagraph (B) of subdivision (5) of subsection (a) of section 42-518 of
226 the general statutes, as amended by this act.

227 (2) At least once every forty-five days after a registered data broker
228 first deletes a participating consumer's personal data pursuant to
229 subparagraph (B)(i) of subdivision (1) of this subsection, repeat the
230 actions required under subparagraph (B)(i) of subdivision (1) of this
231 subsection unless:

232 (A) Such registered data broker verifies that the participating
233 consumer, or the participating consumer's authorized agent, has
234 submitted a verified update to a verified deletion request such
235 participating consumer or authorized agent previously submitted to the
236 accessible deletion mechanism; and

237 (B) Such verified update specifically excludes such registered data
238 broker and all data service providers for such registered data broker
239 from the verified updated deletion request.

240 (3) The Commissioner of Consumer Protection may impose a fee on

241 each registered data broker that accesses the accessible deletion
242 mechanism for the purposes of performing such registered data broker's
243 duties under subdivisions (1) and (2) of this subsection. Such fee shall
244 be in an amount determined by the commissioner, but shall not exceed
245 the cost of providing such access. All fees collected under this
246 subdivision shall be deposited in the General Fund.

247 (4) On and after February 15, 2027, and except as provided in
248 subdivision (5) of this subsection, no registered data broker, and no data
249 service provider for such registered data broker, that deletes a
250 participating consumer's personal data pursuant to subparagraph (B)(i)
251 of subdivision (1) of this subsection or subdivision (2) of this subsection
252 shall maintain, use or disclose any personal data such registered data
253 broker or data service provider subsequently acquires concerning the
254 participating consumer.

255 (5) (A) No registered data broker who maintains a participating
256 consumer's personal data, and no data service provider for such
257 registered data broker, shall be required to delete the participating
258 consumer's personal data, and may maintain, use or disclose such
259 consumer's personal data, to the extent that maintaining, using or
260 disclosing such participating consumer's personal data is reasonably
261 necessary to (i) comply with any federal, state or municipal law,
262 ordinance or regulation, (ii) comply with any civil, criminal or
263 regulatory inquiry, investigation, subpoena or summons by any federal,
264 state, municipal or other governmental authority, (iii) cooperate with
265 any law enforcement agency concerning any conduct or activity that
266 such registered data broker or data service provider reasonably and in
267 good faith believes may violate any federal, state or municipal law,
268 ordinance or regulation, (iv) investigate, establish, exercise, prepare for
269 or defend any legal claim, (v) provide any product or service specifically
270 requested by such participating consumer, (vi) perform pursuant to any
271 contract to which such participating consumer is a party, including, but
272 not limited to, by fulfilling the terms of a written warranty, (vii) take any
273 step at the request of such participating consumer prior to entering into
274 a contract, (viii) take any immediate step to protect any interest that is

275 essential for the life or physical safety of such participating consumer or
276 another individual, (ix) prevent, detect, protect against or respond to
277 any security incident, identity theft, fraud, harassment, malicious or
278 deceptive activity or any illegal activity, preserve the integrity or
279 security of any system or investigate, report or prosecute those
280 responsible for any such action, (x) engage in any public or peer-
281 reviewed scientific or statistical research in the public interest that
282 adheres to all other applicable ethics and privacy laws and is approved,
283 monitored and governed by an institutional review board, or a similar
284 independent oversight entity, that determines that (I) maintaining such
285 participating consumer's personal data is likely to provide substantial
286 benefits that do not exclusively accrue to such registered data broker or
287 data service provider, (II) the expected benefits of such research
288 outweigh the privacy risks, and (III) such registered data broker or data
289 service provider has implemented reasonable safeguards to mitigate
290 any privacy risk associated with such research, (xi) assist any other
291 person in performing any obligation imposed under sections 1 to 9,
292 inclusive, of this act, (xii) conduct internal research to develop, improve
293 or repair any product, service or technology, (xiii) effectuate a product
294 recall, (xiv) identify and repair any technical error that impairs existing
295 or intended functionality, or (xv) perform internal operations that are
296 reasonably aligned with the expectations such participating consumer
297 had, or reasonably anticipated, based on such participating consumer's
298 existing relationship with such registered data broker.

299 (B) Except as provided in section 7 of this act, no registered data
300 broker, or data service provider for such registered data broker, that
301 maintains, uses or discloses a participating consumer's personal data for
302 any purpose set forth in subparagraph (A) of this subdivision shall
303 maintain, use or disclose the participating consumer's personal data for
304 any other purpose.

305 (d) (1) Except as provided in section 7 of this act, not later than July 1,
306 2030, and triennially thereafter, each registered data broker shall, at the
307 expense of such registered data broker, (A) retain an independent
308 auditor to (i) audit the books of such registered data broker to determine

309 whether such registered data broker is in compliance with the
310 provisions of subsection (c) of this section, (ii) prepare an audit report
311 disclosing the results of such audit, and (iii) submit such audit report,
312 and any materials associated therewith, to such registered data broker,
313 and (B) maintain each audit report, and any materials associated
314 therewith, that are submitted to such registered data broker pursuant to
315 subparagraph (A)(iii) of this subdivision for a period of at least six years
316 beginning on the date on which such audit report and materials are
317 submitted to such registered data broker.

318 (2) Except as provided in section 7 of this act, a registered data broker
319 shall submit an audit report and the materials described in
320 subparagraph (A)(iii) of subdivision (1) of this subsection to the
321 Department of Consumer Protection, in a form and manner prescribed
322 by the Commissioner of Consumer Protection, not later than five
323 business days after the department sends notice to the registered data
324 broker disclosing that the department requires such registered data
325 broker to submit such audit report and materials to the department.

326 (e) The Commissioner of Consumer Protection may enter into a
327 contract with one or more public or private entities for any services
328 necessary to implement the provisions of subsections (a) to (d),
329 inclusive, of this section or to administer the accessible deletion
330 mechanism program established pursuant to subsection (a) of this
331 section.

332 Sec. 6. (NEW) (*Effective October 1, 2026*) Except as provided in section
333 7 of this act, not later than July 1, 2028, and annually thereafter, each
334 business that was a registered data broker during the preceding
335 calendar year shall post, in a form and manner prescribed by the
336 Commissioner of Consumer Protection and on a publicly accessible
337 Internet web page on such business's primary Internet web site, a
338 statement disclosing the following information:

339 (1) The total number of deletion requests, inclusive of any updates
340 thereto, that such business accessed during the preceding calendar year

341 and that did not specifically exclude such business and all data service
342 providers for such business;

343 (2) The total number of deletion requests described in subdivision (1)
344 of this section to which such business responded by:

345 (A) Deleting personal data;

346 (B) Retaining personal data; or

347 (C) Deleting and retaining personal data; and

348 (3) If such business responded to one or more deletion requests
349 described in subdivision (1) of this section by retaining personal data,
350 the total number of such deletion requests for which such business
351 retained personal data:

352 (A) On the basis of an exception set forth in subdivision (5) of
353 subsection (c) of section 5 of this act; or

354 (B) On the basis of an exemption set forth in section 7 of this act.

355 Sec. 7. (NEW) (*Effective October 1, 2026*) (a) The provisions of sections
356 1 to 9, inclusive, of this act shall not apply to: (1) A consumer reporting
357 agency, as defined in 15 USC 1681a(f), as amended from time to time, a
358 person who furnishes information to a consumer reporting agency, as
359 provided in 15 USC 1681s-2, as amended from time to time, or a user of
360 a consumer report, as defined in 15 USC 1681a(d), as amended from
361 time to time, to the extent that the consumer reporting agency, person
362 or user engages in activities that are subject to regulation under the Fair
363 Credit Reporting Act, 15 USC 1681 et seq., as amended from time to
364 time; (2) a financial institution, an affiliate or a nonaffiliated third party,
365 as such terms are defined in 15 USC 6809, as amended from time to time,
366 to the extent that the financial institution, affiliate or nonaffiliated third
367 party engages in activities that are subject to regulation under Title V of
368 the Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the regulations
369 adopted thereunder, as said act and such regulations may be amended
370 from time to time; (3) a business that collects information concerning a

371 consumer if the consumer is or was (A) in a contractual relationship
372 with the business, (B) an investor in the business, (C) a donor to the
373 business, or (D) in any relationship with the business that is similar to
374 the relationships described in subparagraphs (A) to (C), inclusive, of this
375 subdivision; (4) a business that performs services for, or is acting as an
376 agent or otherwise on behalf of, a business described in subdivision (3)
377 of this subsection; or (5) a business collecting data used for purposes of
378 the regulation of listed chemicals as set forth in 21 USC 830, as amended
379 from time to time.

380 (b) No provision of sections 1 to 9, inclusive, of this act shall be
381 construed to prohibit an unregistered data broker from engaging in any
382 sale or licensing of brokered personal data if such sale or licensing
383 exclusively involves: (1) Publicly available information that (A)
384 concerns a consumer's business or profession, (B) is sold or licensed as
385 part of a service that provides alerts for health or safety purposes, or (C)
386 is lawfully available from any federal, state or local government record,
387 unless such information is (i) collated and combined to create a
388 consumer profile that is made available to a user of a publicly accessible
389 Internet web site for compensation or free of charge, or (ii) used to
390 generate inferences with respect to consumers; (2) providing digital
391 access to any (A) journal, book, periodical, newspaper, magazine or
392 news media, or (B) educational, academic or instructional work; (3)
393 developing or maintaining an electronic commerce service or software;
394 (4) providing directory assistance or directory information services as,
395 or on behalf of, a telecommunications carrier; or (5) a one-time or
396 occasional disposition of the assets of a business, or any portion of a
397 business, as part of a transfer of control over the assets of the business
398 that is not part of the ordinary conduct of such business or portion of
399 such business.

400 Sec. 8. (NEW) (*Effective October 1, 2026*) The Commissioner of
401 Consumer Protection may adopt regulations, in accordance with the
402 provisions of chapter 54 of the general statutes, to implement the
403 provisions of sections 2 to 7, inclusive, of this act.

404 Sec. 9. (NEW) (*Effective October 1, 2026*) The Commissioner of
405 Consumer Protection, after providing notice and conducting a hearing
406 in accordance with the provisions of chapter 54 of the general statutes,
407 may impose a civil penalty of not more than five thousand dollars per
408 day for each violation of any provision of sections 2 to 7, inclusive, of
409 this act. Any civil penalties collected under this section shall be
410 deposited in the General Fund.

411 Sec. 10. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

412 (1) "Disclosure label" means the label that a manufacturer is required
413 to affix to a new automobile manufactured or imported by the
414 manufacturer pursuant to 15 USC 1232, as amended from time to time;

415 (2) "Manufacturer" has the same meaning as provided in 15 USC 1231,
416 as amended from time to time;

417 (3) "New automobile" has the same meaning as provided in 15 USC
418 1231, as amended from time to time;

419 (4) "New motor vehicle dealer" means a new motor vehicle dealer
420 licensed in accordance with section 14-52 of the general statutes; and

421 (5) "Tariff cost estimate" means an estimate of any increase in the
422 price or prices listed on the disclosure label caused, directly or
423 indirectly, by any tariff imposed by the federal government, including,
424 but not limited to, any such tariff imposed on steel, aluminum or any
425 other item used to manufacture, assemble or distribute a new
426 automobile.

427 (b) (1) A manufacturer that ships a new automobile to a new motor
428 vehicle dealer in the state on or after October 1, 2026, shall affix to the
429 windshield or side window of the new automobile a label disclosing, in
430 a clear, conspicuous and readily understandable manner, the tariff cost
431 estimate for such new automobile.

432 (2) A manufacturer may satisfy the requirements established in
433 subdivision (1) of this subsection by including the tariff cost estimate for

434 the new automobile as part of the disclosure label affixed to the new
435 automobile.

436 (c) A manufacturer that violates any provision of subsection (b) of
437 this section shall be fined not more than one thousand dollars.

438 Sec. 11. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

439 (1) "Algorithm" means any computational automated process that
440 uses a set of rules to define a sequence of operations;

441 (2) "Consumer" means any individual who is physically present in
442 the state;

443 (3) "Consumer good" means any article that is purchased, leased,
444 exchanged or received primarily for personal, family or household
445 purposes;

446 (4) "Consumer service" means any service that is purchased, leased,
447 exchanged or received primarily for personal, family or household
448 purposes;

449 (5) "Controller" has the same meaning as provided in section 42-515
450 of the general statutes, as amended by this act;

451 (6) "Electronic pricing label" means any electronic display that (A) is
452 located within a retail establishment, (B) is part of a digital network, and
453 (C) is used to automatically display and update pricing information for
454 a consumer good offered for sale within the retail establishment;

455 (7) "Person" means any individual, association, corporation, limited
456 liability company, partnership, trust or other legal entity;

457 (8) "Personalized algorithmic pricing" means any process that uses an
458 algorithm to establish the price for a consumer good or consumer
459 service based in whole or in part on personal data; and

460 (9) "Personal data" (A) means any information that is linked or
461 reasonably linkable to an identified or identifiable consumer or a device

462 linked to such consumer, and (B) does not include (i) data that cannot
463 reasonably be used to infer information about or otherwise be linked to
464 an identified or identifiable consumer or a device linked to such
465 consumer if the controller that possesses such data (I) takes reasonable
466 measures to ensure that such data cannot be associated with a
467 consumer, (II) publicly commits to process such data only in a de-
468 identified fashion and not attempt to re-identify such data, and (III)
469 contractually obligates any recipients of such data to satisfy the criteria
470 set forth in subparagraphs (B)(i)(I) and (B)(i)(II) of this subdivision, or
471 (ii) any information that (I) is lawfully made available through federal,
472 state or municipal government records or widely distributed media, and
473 (II) a controller has a reasonable basis to believe a consumer has lawfully
474 made available to the general public.

475 (b) (1) Except as provided in subsection (d) of this section, any person
476 doing business in the state who uses personalized algorithmic pricing
477 to increase the price for a specific consumer good or consumer service
478 to be sold, leased, exchanged or provided as part of an online
479 transaction, and who directly or indirectly advertises or promotes such
480 price online, labels a consumer good with such price online or publishes
481 an online statement, display, image, offer or announcement disclosing
482 such price, shall include in such online advertisement, promotion, label,
483 statement, display, image, offer or announcement the following
484 disclosure: "THIS PRICE WAS INCREASED BY AN ALGORITHM
485 USING YOUR PERSONAL DATA".

486 (2) The disclosure required under subdivision (1) of this subsection
487 shall be readily visible to the average consumer.

488 (c) Except as provided in subsection (d) of this section, no person
489 doing business in the state shall use an electronic pricing label that uses
490 personalized algorithmic pricing to increase the price for a specific
491 consumer good to be sold as part of an in-person transaction.

492 (d) The provisions of subsections (b) and (c) of this section shall not
493 apply to:

494 (1) Any person licensed, authorized to operate or registered, or
495 required to be licensed, authorized to operate or registered, pursuant to
496 the insurance laws of this state;

497 (2) Any financial institution or affiliate thereof, as such terms are
498 defined in 15 USC 6809, as amended from time to time, to the extent
499 such financial institution or affiliate is subject to Title V of the Gramm-
500 Leach-Bliley Act, 15 USC 6801 et seq., as amended from time to time; or

501 (3) Any bank, holding company or out-of-state bank, as such terms
502 are defined in section 36a-2 of the general statutes, or out-of-state
503 holding company, as defined in section 36a-410 of the general statutes,
504 that directly or indirectly establishes an office in the state and is subject
505 to the supervision of, or regulation by, the Banking Commissioner
506 pursuant to title 36a of the general statutes.

507 (e) Any violation of the provisions of subsection (b) or (c) of this
508 section shall constitute an unfair or deceptive trade practice for the
509 purposes of subsection (a) of section 42-110b of the general statutes.

510 Sec. 12. Section 42-515 of the 2026 supplement to the general statutes,
511 as amended by section 5 of public act 25-113, is repealed and the
512 following is substituted in lieu thereof (*Effective October 1, 2026*):

513 As used in this section and sections 42-516 to 42-526, inclusive, unless
514 the context otherwise requires:

515 (1) "Abortion" means terminating a pregnancy for any purpose other
516 than producing a live birth.

517 (2) "Affiliate" means a legal entity that shares common branding with
518 another legal entity or controls, is controlled by or is under common
519 control with another legal entity. For the purposes of this subdivision,
520 "control" and "controlled" mean (A) ownership of, or the power to vote,
521 more than fifty per cent of the outstanding shares of any class of voting
522 security of a company, (B) control in any manner over the election of a
523 majority of the directors or of individuals exercising similar functions,

524 or (C) the power to exercise controlling influence over the management
525 of a company.

526 (3) "Authenticate" means to use reasonable means to determine that
527 a request to exercise any of the rights afforded under subdivisions (1) to
528 (4), inclusive, of subsection (a) of section 42-518, as amended by this act,
529 is being made by, or on behalf of, the consumer who is entitled to
530 exercise such consumer rights with respect to the personal data at issue.

531 (4) "Biometric data" means data generated by automatic
532 measurements of an individual's biological characteristics, such as a
533 fingerprint, a voiceprint, eye retinas, irises or other unique biological
534 patterns or characteristics that are used to identify a specific individual.
535 "Biometric data" does not include (A) a digital or physical photograph,
536 (B) an audio or video recording, or (C) any data generated from a digital
537 or physical photograph, or an audio or video recording, unless such
538 data are generated to identify a specific individual.

539 (5) "Business associate" has the same meaning as provided in HIPAA.

540 (6) "Child" has the same meaning as provided in COPPA.

541 (7) "Consent" means a clear affirmative act signifying a consumer's
542 freely given, specific, informed and unambiguous agreement to allow
543 the processing of personal data relating to the consumer. "Consent" may
544 include a written statement, including by electronic means, or any other
545 unambiguous affirmative action. "Consent" does not include (A)
546 acceptance of general or broad terms of use or a similar document that
547 contains descriptions of personal data processing along with other,
548 unrelated information, (B) hovering over, muting, pausing or closing a
549 given piece of content, or (C) agreement obtained through the use of
550 dark patterns.

551 (8) "Consumer" means an individual who is a resident of this state.
552 "Consumer" does not include an individual acting in a commercial [or
553 employment] context, under the direction of an employer or as an
554 employee, owner, director, officer or contractor of a company,

555 partnership, sole proprietorship, nonprofit organization or government
556 agency whose communications or transactions with the controller occur
557 solely within the context of that individual's role with the company,
558 partnership, sole proprietorship, nonprofit organization or government
559 agency.

560 (9) "Consumer health data" means any personal data that a controller
561 uses to identify a consumer's physical or mental health condition,
562 diagnosis or status, and includes, but is not limited to, gender-affirming
563 health data and reproductive or sexual health data.

564 (10) "Consumer health data controller" means any controller that,
565 alone or jointly with others, determines the purpose and means of
566 processing consumer health data.

567 (11) "Controller" means a person who, alone or jointly with others,
568 determines the purpose and means of processing personal data.

569 (12) "COPPA" means the Children's Online Privacy Protection Act of
570 1998, 15 USC 6501 et seq., and the regulations, rules, guidance and
571 exemptions adopted pursuant to said act, as said act and such
572 regulations, rules, guidance and exemptions may be amended from
573 time to time.

574 (13) "Covered entity" has the same meaning as provided in HIPAA.

575 (14) "Dark pattern" means a user interface designed or manipulated
576 with the substantial effect of subverting or impairing user autonomy,
577 decision-making or choice, and includes, but is not limited to, any
578 practice the Federal Trade Commission refers to as a "dark pattern".

579 (15) "Decision that produces any legal or similarly significant effect"
580 means any decision made by the controller, or on behalf of the
581 controller, that results in the provision or denial by the controller of any
582 financial or lending service, any housing, any insurance, any education
583 enrollment or opportunity, any criminal justice, any employment
584 opportunity or any health care service.

585 (16) "De-identified data" means data that cannot reasonably be used
586 to infer information about, or otherwise be linked to, an identified or
587 identifiable individual, or a device linked to such individual, if the
588 controller that possesses such data (A) takes reasonable measures to
589 ensure that such data cannot be associated with an individual, (B)
590 publicly commits to process such data only in a de-identified fashion
591 and not attempt to re-identify such data, and (C) contractually obligates
592 any recipients of such data to satisfy the criteria set forth in
593 subparagraphs (A) and (B) of this subdivision.

594 (17) "Facial recognition technology" means any technology that (A)
595 analyzes facial features in still images or video, and (B) is used (i) to
596 assign a unique persistent identifier, or (ii) to uniquely and personally
597 identify a specific individual.

598 ~~[(17)]~~ (18) "Gender-affirming health care services" has the same
599 meaning as provided in section [52-571n] 52-571m.

600 ~~[(18)]~~ (19) "Gender-affirming health data" means any personal data
601 concerning an effort made by a consumer to seek, or a consumer's
602 receipt of, gender-affirming health care services.

603 ~~[(19)]~~ (20) "Geofence" means any technology that uses global
604 positioning coordinates, cell tower connectivity, cellular data, radio
605 frequency identification, wireless fidelity technology data or any other
606 form of location detection, or any combination of such coordinates,
607 connectivity, data, identification or other form of location detection, to
608 establish a virtual boundary.

609 ~~[(20)]~~ (21) "HIPAA" means the Health Insurance Portability and
610 Accountability Act of 1996, 42 USC 1320d et seq., as amended from time
611 to time.

612 ~~[(21)]~~ (22) "Identified or identifiable individual" means an individual
613 who can be readily identified, directly or indirectly.

614 ~~[(22)]~~ (23) "Institution of higher education" means any individual

615 who, or school, board, association, limited liability company or
616 corporation that, is licensed or accredited to offer one or more programs
617 of higher learning leading to one or more degrees.

618 [(23)] (24) "Mental health facility" means any health care facility in
619 which at least seventy per cent of the health care services provided in
620 such facility are mental health services.

621 [(24)] (25) "Neural data" means any information that is generated by
622 measuring the activity of an individual's central nervous system.

623 [(25)] (26) "Nonprofit organization" means any organization that is
624 exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or
625 501(c)(12) of the Internal Revenue Code of 1986, or any subsequent
626 corresponding internal revenue code of the United States, as amended
627 from time to time.

628 [(26)] (27) "Person" means an individual, association, company,
629 limited liability company, corporation, partnership, sole proprietorship,
630 trust or other legal entity.

631 [(27)] (28) "Personal data" means any information that is linked or
632 reasonably linkable to an identified or identifiable individual. "Personal
633 data" does not include de-identified data or publicly available
634 information.

635 [(28)] (29) "Precise geolocation data" means information derived from
636 technology, including, but not limited to, global positioning system
637 level latitude and longitude coordinates or other mechanisms, that
638 directly identifies the specific location of an individual with precision
639 and accuracy within a radius of one thousand seven hundred fifty feet.
640 "Precise geolocation data" does not include the content of
641 communications or any data generated by or connected to advanced
642 utility metering infrastructure systems or equipment for use by a utility.

643 [(29)] (30) "Process" and "processing" mean any operation or set of
644 operations performed, whether by manual or automated means, on

645 personal data or on sets of personal data, such as the collection, use,
646 storage, disclosure, analysis, deletion or modification of personal data.

647 [(30)] (31) "Processor" means a person who processes personal data
648 on behalf of a controller.

649 [(31)] (32) "Profiling" means any form of automated processing
650 performed on personal data to evaluate, analyze or predict personal
651 aspects related to an identified or identifiable individual's economic
652 situation, health, personal preferences, interests, reliability, behavior,
653 location or movements.

654 [(32)] (33) "Protected health information" has the same meaning as
655 provided in HIPAA.

656 [(33)] (34) "Pseudonymous data" means personal data that cannot be
657 attributed to a specific individual without the use of additional
658 information, provided such additional information is kept separately
659 and is subject to appropriate technical and organizational measures to
660 ensure that the personal data are not attributed to an identified or
661 identifiable individual.

662 [(34)] (35) "Publicly available information" (A) means information
663 that (i) is [lawfully] made available [from] through federal, state or
664 [municipal] local government records or to the general public from
665 widely distributed media, or (ii) a controller or processor, or an affiliate
666 of a controller or processor, has a reasonable basis to believe [(I) a] that
667 the consumer has lawfully made available to the general public, [or (II)
668 has been lawfully made available to the general public from widely
669 distributed media,] and (B) does not include any (i) biometric data [that
670 can be associated with a specific] about a consumer [and were] collected
671 by a business without the consumer's [consent] knowledge, (ii)
672 information that is collated and combined to create a consumer profile
673 that is made available to a user of a publicly accessible Internet web site
674 for compensation or free of charge, (iii) information that is made
675 available for sale, (iv) inference generated from the information
676 described in subparagraph (B)(ii) or (B)(iii) of this subdivision, (v)

677 obscene visual depiction, as such term is used in 18 USC 1460, as
678 amended from time to time, (vi) personal data that is created by
679 combining any information described in subdivision (28) of this section
680 with any information described in subparagraph (A) of this subdivision,
681 (vii) genetic data, unless such genetic data is made publicly available by
682 the consumer, (viii) information provided by a consumer on a publicly
683 accessible Internet web site or online service (I) which Internet web site
684 or online service is made available to the general public for
685 compensation or free of charge, and (II) where the consumer has
686 maintained a reasonable expectation of privacy in such information,
687 including, but not limited to, by restricting such information to a specific
688 audience, (ix) intimate image, as such term is used in section 53a-189c,
689 known to be nonconsensual, or (x) intimate synthetically created image,
690 as such term is used in section 53a-189d, known to be nonconsensual.

691 ~~[(35)]~~ (36) "Reproductive or sexual health care" means any health
692 care-related services or products rendered or provided concerning a
693 consumer's reproductive system or sexual well-being, including, but not
694 limited to, any such service or product rendered or provided concerning
695 (A) an individual health condition, status, disease, diagnosis, diagnostic
696 test or treatment, (B) a social, psychological, behavioral or medical
697 intervention, (C) a surgery or procedure, including, but not limited to,
698 an abortion, (D) a use or purchase of a medication, including, but not
699 limited to, a medication used or purchased for the purposes of an
700 abortion, (E) a bodily function, vital sign or symptom, (F) a
701 measurement of a bodily function, vital sign or symptom, or (G) an
702 abortion, including, but not limited to, medical or nonmedical services,
703 products, diagnostics, counseling or follow-up services for an abortion.

704 ~~[(36)]~~ (37) "Reproductive or sexual health data" means any personal
705 data concerning an effort made by a consumer to seek, or a consumer's
706 receipt of, reproductive or sexual health care.

707 ~~[(37)]~~ (38) "Reproductive or sexual health facility" means any health
708 care facility in which at least seventy per cent of the health care-related
709 services or products rendered or provided in such facility are

710 reproductive or sexual health care.

711 [(38)] (39) "Sale of personal data" means the exchange of personal data
712 for monetary or other valuable consideration by the controller to a third
713 party. "Sale of personal data" does not include (A) the disclosure of
714 personal data to a processor that processes the personal data on behalf
715 of the controller, (B) the disclosure of personal data to a third party for
716 purposes of providing a product or service requested by the consumer,
717 (C) the disclosure or transfer of personal data to an affiliate of the
718 controller, (D) the disclosure of personal data where the consumer
719 directs the controller to disclose the personal data or intentionally uses
720 the controller to interact with a third party, (E) the disclosure of personal
721 data that the consumer (i) intentionally made available to the general
722 public via a channel of mass media, and (ii) did not restrict to a specific
723 audience, or (F) the disclosure or transfer of personal data to a third
724 party as an asset that is part of a merger, acquisition, bankruptcy or
725 other transaction, or a proposed merger, acquisition, bankruptcy or
726 other transaction, in which the third party assumes control of all or part
727 of the controller's assets.

728 [(39)] (40) "Sensitive data" means personal data that includes (A) data
729 revealing (i) racial or ethnic origin, (ii) religious beliefs, (iii) a mental or
730 physical health condition, diagnosis, disability or treatment, (iv) sex life,
731 sexual orientation or status as nonbinary or transgender, or (v)
732 citizenship or immigration status, (B) consumer health data, (C) genetic
733 or biometric data or information derived therefrom, (D) personal data
734 collected from an individual the controller has actual knowledge, or
735 wilfully disregards, is a child, (E) data concerning an individual's status
736 as a victim of crime, as defined in section 1-1k, (F) [precise geolocation
737 data, (G)] neural data, [(H)] (G) a consumer's financial account number,
738 financial account log-in information or credit card or debit card number
739 that, in combination with any required access or security code,
740 password or credential, would allow access to a consumer's financial
741 account, or [(I)] (H) government-issued identification number,
742 including, but not limited to, Social Security number, passport number,
743 state identification card number or driver's license number, that

744 applicable law does not require to be publicly displayed.

745 [(40)] (41) "Targeted advertising" means displaying advertisements to
746 a consumer where the advertisement is selected based on personal data
747 obtained or inferred from that consumer's activities over time and across
748 nonaffiliated Internet web sites or online applications to predict such
749 consumer's preferences or interests. "Targeted advertising" does not
750 include (A) advertisements based on activities within a controller's own
751 Internet web sites or online applications, (B) advertisements based on
752 the context of a consumer's current search query, visit to an Internet web
753 site or online application, (C) advertisements directed to a consumer in
754 response to the consumer's request for information or feedback, or (D)
755 processing personal data solely to measure or report advertising
756 frequency, performance or reach.

757 [(41)] (42) "Third party" means a person, such as a public authority,
758 agency or body, other than the consumer, controller or processor or an
759 affiliate of the processor or the controller.

760 [(42)] (43) "Trade secret" has the same meaning as provided in section
761 35-51.

762 Sec. 13. Subsection (a) of section 42-517 of the 2026 supplement to the
763 general statutes, as amended by section 7 of public act 25-113, is
764 repealed and the following is substituted in lieu thereof (*Effective October*
765 *1, 2026*):

766 (a) (1) The provisions of sections 42-515 to 42-525, inclusive, as
767 amended by this act, do not apply to any: [(1)] (A) Body, authority,
768 board, bureau, commission, district or agency of this state or of any
769 political subdivision of this state; [(2)] (B) person who has entered into
770 a contract with any body, authority, board, bureau, commission, district
771 or agency described in subparagraph (A) of this subdivision [(1) of this
772 subsection] while such person is processing consumer health data on
773 behalf of such body, authority, board, bureau, commission, district or
774 agency pursuant to such contract; [(3)] (C) nonprofit organization; [(4)]
775 (D) candidate committee, national committee, party committee or

776 political committee, as such terms are defined in section 9-601; [(5)] (E)
777 institution of higher education; [(6)] (F) national securities association
778 that is registered under 15 USC 78o-3 of the Securities Exchange Act of
779 1934, as amended from time to time; [(7)] (G) covered entity or business
780 associate, as defined in 45 CFR 160.103; [(8)] (H) tribal nation
781 government organization; [(9)] (I) air carrier, as defined in 49 USC 40102,
782 as amended from time to time, and regulated under the Federal
783 Aviation Act of 1958, 49 USC 40101 et seq., and the Airline Deregulation
784 Act of 1978, 49 USC 41713, as said acts may be amended from time to
785 time; [(10)] (J) insurer, as defined in section 38a-1, or its affiliate, fraternal
786 benefit society, within the meaning of section 38a-595, health carrier, as
787 defined in section 38a-591a, insurance-support organization, as defined
788 in section 38a-976, or insurance agent or insurance producer, as such
789 terms are defined in section 38a-702a; [(11)] (K) bank, Connecticut credit
790 union, federal credit union, out-of-state bank or out-of-state credit
791 union, or any affiliate or subsidiary thereof, as such terms are defined in
792 section 36a-2, that [(A)] (i) is only and directly engaged in financial
793 activities as described in 12 USC 1843(k), [(B)] (ii) is regulated and
794 examined by the Department of Banking or an applicable federal bank
795 regulatory agency, and [(C)] (iii) has established a program to comply
796 with all applicable requirements established by the Banking
797 Commissioner or the applicable federal bank regulatory agency
798 concerning personal data; or [(12)] (L) agent, broker-dealer, investment
799 adviser or investment adviser agent, as such terms are defined in section
800 36b-3, who is regulated by the Department of Banking or the Securities
801 and Exchange Commission.

802 (2) The provisions of subdivision (1) of this subsection shall not be
803 construed to excuse a controller from performing the controller's duties
804 in response to the exercise of a consumer's rights afforded under
805 subdivision (6) of subsection (a) of section 42-518, as amended by this
806 act, insofar as such controller is processing the consumer's personal data
807 by automated means for purposes of profiling in furtherance of a solely
808 automated decision that results in the provision or denial by the
809 controller to the consumer of any employment opportunity.

810 Sec. 14. Subsection (a) of section 42-518 of the 2026 supplement to the
811 general statutes, as amended by section 8 of public act 25-113, is
812 repealed and the following is substituted in lieu thereof (*Effective October*
813 *1, 2026*):

814 (a) A consumer shall have the right to: (1) Confirm whether or not a
815 controller is processing the consumer's personal data and access such
816 personal data, including, but not limited to, any inferences about the
817 consumer derived from such personal data and whether a controller or
818 processor is processing a consumer's personal data for the purposes of
819 profiling to make a decision that produces any legal or similarly
820 significant effect concerning a consumer, unless such confirmation or
821 access would require the controller to reveal a trade secret or the
822 controller is prohibited from disclosing such personal data under
823 subsection (e) of this section; (2) correct inaccuracies in the consumer's
824 personal data, taking into account the nature of the personal data and
825 the purposes of the processing of the consumer's personal data; (3)
826 delete personal data provided by, or obtained about, the consumer; (4)
827 obtain a copy of the consumer's personal data processed by the
828 controller, in a portable and, to the extent technically feasible, readily
829 usable format that allows the consumer to transmit the data to another
830 controller without hindrance, where the processing is carried out by
831 automated means, provided such controller shall not be required to
832 reveal any trade secret; (5) opt out of the processing of the personal data
833 for purposes of (A) targeted advertising, (B) the sale of personal data,
834 except as provided in subdivision (2) of subsection (a) of section 42-520,
835 as amended by this act, or (C) profiling in furtherance of any automated
836 decision that produces any legal or similarly significant effect
837 concerning the consumer; (6) if the consumer's personal data were
838 processed for the purposes of profiling in furtherance of any automated
839 decision that produced any legal or similarly significant effect
840 concerning the consumer, and if feasible, (A) question the result of such
841 profiling, (B) be informed of the reason that such profiling resulted in
842 such decision, (C) review the consumer's personal data that were
843 processed for the purposes of such profiling, [and] (D) if the profiling

844 decision concerned housing, taking into account the nature of the
845 personal data and the purposes for which such personal data were
846 processed, [allow the consumer to] correct any incorrect personal data
847 that were processed for the purposes of such profiling and have the
848 profiling decision reevaluated based on the corrected personal data, and
849 (E) if the profiling decision concerned denial of an employment
850 opportunity, taking into account the nature of the personal data and the
851 purposes for which such personal data were processed, be informed
852 whether any personal data processed for the purposes of such profiling
853 were submitted by a third party, correct any incorrect personal data
854 submitted by a third party that were processed for purposes of such
855 profiling and have the profiling decision reevaluated based on the
856 corrected personal data; and (7) obtain from the controller a list of the
857 third parties to which such controller has sold the consumer's personal
858 data or, if such controller does not maintain a list of the third parties to
859 which such controller has sold the consumer's personal data, a list of all
860 third parties to which such controller has sold personal data, provided
861 the controller shall not be required to reveal any trade secret.

862 Sec. 15. Subsection (a) of section 42-520 of the 2026 supplement to the
863 general statutes, as amended by section 9 of public act 25-113, is
864 repealed and the following is substituted in lieu thereof (*Effective October*
865 *1, 2026*):

866 (a) (1) A controller shall: (A) Limit the collection of personal data to
867 what is reasonably necessary and proportionate in relation to the
868 purposes for which such data are processed, as disclosed to the
869 consumer; (B) unless the controller obtains the consumer's consent, not
870 process the consumer's personal data for any [material] new purpose
871 that is neither reasonably necessary to, nor compatible with, the
872 purposes that were disclosed to the consumer, pursuant to
873 subparagraph (A) of this subdivision, taking into account (i) the
874 consumer's reasonable expectation regarding such personal data at the
875 time such personal data were collected based on the purposes that were
876 disclosed to the consumer pursuant to subparagraph (A) of this
877 subdivision, (ii) the relationship that such new purpose bears to the

878 purposes that were disclosed to the consumer pursuant to
879 subparagraph (A) of this subdivision, (iii) the impact that processing
880 such personal data for such new purpose might have on the consumer,
881 (iv) the relationship between the consumer and the controller and the
882 context in which the personal data were collected, and (v) the existence
883 of additional safeguards, including, but not limited to, encryption or
884 pseudonymization, in processing such personal data for such new
885 purpose; (C) establish, implement and maintain reasonable
886 administrative, technical and physical data security practices to protect
887 the confidentiality, integrity and accessibility of personal data
888 appropriate to the volume and nature of the personal data at issue; (D)
889 not process sensitive data concerning a consumer unless such
890 processing is reasonably necessary in relation to the purposes for which
891 such sensitive data are processed and without obtaining the consumer's
892 consent, or, in the case of the processing of sensitive data concerning a
893 consumer who the controller has actual knowledge, or wilfully
894 disregards, is a child, without processing such data in accordance with
895 COPPA; (E) not process personal data in violation of any law of this state
896 that prohibits unlawful discrimination against consumers, and any
897 evidence, or lack of evidence, concerning proactive anti-bias testing or
898 any similar proactive effort to avoid processing such data in violation of
899 such law, including, but not limited to, any evidence or lack of evidence
900 concerning the quality, efficacy, recency and scope of any such testing
901 or effort, the results of such testing or effort and the response to the
902 results of such testing or effort, shall be relevant to any claim available
903 for a violation of such law and any defense available thereto; (F) not
904 process personal data in violation of any federal law that prohibits
905 unlawful discrimination against consumers; (G) provide an effective
906 mechanism for a consumer to revoke the consumer's consent under this
907 section that is at least as easy as the mechanism by which the consumer
908 provided the consumer's consent and, upon revocation of such consent,
909 cease to process the data as soon as practicable, but not later than fifteen
910 days after the receipt of such request; (H) not sell the sensitive data of a
911 consumer without the consumer's consent; and (I) not process the
912 personal data of a consumer for purposes of targeted advertising, or sell

913 the consumer's personal data, under circumstances where a controller
914 has actual knowledge, or wilfully disregards, that the consumer is at
915 least thirteen years of age but younger than eighteen years of age. A
916 controller shall not discriminate against a consumer for exercising any
917 of the consumer rights contained in sections 42-515 to 42-525, inclusive,
918 as amended by this act, including denying goods or services, charging
919 different prices or rates for goods or services or providing a different
920 level of quality of goods or services to the consumer.

921 (2) Nothing in subdivision (1) of this subsection shall be construed to
922 require a controller to provide a product or service that requires the
923 personal data of a consumer which the controller does not collect or
924 maintain, or prohibit a controller from offering a different price, rate,
925 level, quality or selection of goods or services to a consumer, including
926 offering goods or services for no fee, if the offering is in connection with
927 a consumer's voluntary participation in a bona fide loyalty, rewards,
928 premium features, discounts or club card program.

929 (3) No controller shall sell, share or transfer, or allow any other
930 person to access, precise geolocation data.

931 Sec. 16. Subsection (a) of section 42-521 of the 2026 supplement to the
932 general statutes, as amended by section 10 of public act 25-113, is
933 repealed and the following is substituted in lieu thereof (*Effective October*
934 *1, 2026*):

935 (a) (1) A processor shall adhere to the instructions of a controller and
936 shall assist the controller in meeting the controller's obligations under
937 sections 42-515 to 42-525, inclusive, as amended by this act. Such
938 assistance shall include: [(1)] (A) Taking into account the nature of
939 processing and insofar as is possible, to fulfill the controller's obligation
940 to respond to consumers' requests to exercise their rights under section
941 42-518, as amended by this act; [(2)] (B) taking into account the nature
942 of processing and the information available to the processor, by
943 assisting the controller in meeting the controller's obligations in relation
944 to the security of processing the personal data and in relation to the

945 notification of a breach of security, as defined in section 36a-701b, of the
946 system of the processor, in order to meet the controller's obligations; and
947 [(3)] (C) providing necessary information to enable the controller to
948 conduct and document data protection assessments and impact
949 assessments.

950 (2) No processor shall sell, share or transfer, or allow any other person
951 to access, precise geolocation data.

952 Sec. 17. Subsection (a) of section 42-524 of the 2026 supplement to the
953 general statutes, as amended by section 12 of public act 25-113, is
954 repealed and the following is substituted in lieu thereof (*Effective October*
955 *1, 2026*):

956 (a) (1) Nothing in sections 42-515 to 42-526, inclusive, as amended by
957 this act, shall be construed to restrict a controller's, processor's or
958 consumer health data controller's ability to: [(1)] (A) Comply with
959 federal, state or municipal ordinances or regulations; [(2)] (B) comply
960 with a civil, criminal or regulatory inquiry, investigation, subpoena or
961 summons by federal, state, municipal or other governmental
962 authorities; [(3)] (C) cooperate with law enforcement agencies
963 concerning conduct or activity that the controller, processor or
964 consumer health data controller reasonably and in good faith believes
965 may violate federal, state or municipal ordinances or regulations; [(4)]
966 (D) investigate, establish, exercise, prepare for or defend legal claims;
967 [(5)] (E) provide a product or service specifically requested by a
968 consumer; [(6)] (F) perform [under] pursuant to a contract to which a
969 consumer is a party, including fulfilling the terms of a written warranty;
970 [(7)] (G) take steps at the request of a consumer prior to entering into a
971 contract; [(8)] (H) take immediate steps to protect an interest that is
972 essential for the life or physical safety of the consumer or another
973 individual, and where the processing cannot be manifestly based on
974 another legal basis; [(9)] (I) prevent, detect, protect against or respond to
975 security incidents, identity theft, fraud, harassment, malicious or
976 deceptive activities or any illegal activity, preserve the integrity or
977 security of systems or investigate, report or prosecute those responsible

978 for any such action; [(10)] (J) engage in public or peer-reviewed scientific
979 or statistical research in the public interest that adheres to all other
980 applicable ethics and privacy laws and is approved, monitored and
981 governed by an institutional review board that determines, or similar
982 independent oversight entities that determine, [(A)] (i) whether the
983 deletion of the information is likely to provide substantial benefits that
984 do not exclusively accrue to the controller or consumer health data
985 controller, [(B)] (ii) the expected benefits of the research outweigh the
986 privacy risks, and [(C)] (iii) whether the controller or consumer health
987 data controller has implemented reasonable safeguards to mitigate
988 privacy risks associated with research, including any risks associated
989 with re-identification; [(11)] (K) assist another controller, processor,
990 consumer health data controller or third party with any of the
991 obligations under sections 42-515 to 42-526, inclusive, as amended by
992 this act; or [(12)] (L) process personal data for reasons of public interest
993 in the area of public health, community health or population health, but
994 solely to the extent that such processing is [(A)] (i) subject to suitable
995 and specific measures to safeguard the rights of the consumer whose
996 personal data are being processed, and [(B)] (ii) under the responsibility
997 of a professional subject to confidentiality obligations under federal,
998 state or local law.

999 (2) (A) Notwithstanding the provisions of subparagraph (I) of
1000 subdivision (1) of this subsection, no controller, processor or consumer
1001 health data controller shall use any facial recognition technology to
1002 prevent, detect, protect against or respond to security incidents, identity
1003 theft, fraud, harassment, malicious or deceptive activities or any illegal
1004 activity, preserve the integrity or security of systems or investigate,
1005 report or prosecute those responsible for any such action, unless: (i)
1006 Such facial recognition technology is used exclusively by such
1007 controller, processor or consumer health data controller to match still
1008 images or video to a database maintained exclusively by such controller,
1009 processor or consumer health data controller; and (ii) clearly legible
1010 signage is posted at each entrance to the premises where the facial
1011 recognition technology described in subparagraph (A)(i) of this

1012 subdivision is in use, other than an entrance to an area where access is
1013 restricted to authorized employees, (I) alerting consumers entering such
1014 premises that facial recognition technology is in use at such premises,
1015 and (II) that includes a conspicuous hyperlink or quick response code
1016 that directs consumers to the privacy policy maintained by such
1017 controller, processor or consumer health data controller.

1018 (B) Each privacy policy maintained pursuant to subparagraph
1019 (A)(ii)(II) of this subdivision shall require the controller, processor or
1020 consumer health data controller to: (i) Enable a consumer to (I) readily
1021 determine whether the consumer is included in the database described
1022 in subparagraph (A)(i) of this subdivision, and (II) if the consumer is
1023 included in such database, submit to such controller, processor or
1024 consumer health data controller a written request that such consumer
1025 be removed from such database; and (ii) not later than fifteen days after
1026 such controller, processor or consumer health data controller receives a
1027 written request submitted under subparagraph (B)(i)(II) of this
1028 subdivision, (I) either grant or deny such request, and (II) send a written
1029 notice to the consumer who submitted such request disclosing such
1030 controller's, processor's or consumer health data controller's decision,
1031 the reasons therefor and, if such controller, processor or consumer
1032 health controller denied such request, contact information for the office
1033 of the Attorney General.

1034 Sec. 18. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

1035 (1) "Automated license plate reader" means a mobile or fixed
1036 electronic device that is capable of recording data on, or taking a
1037 photograph or video of, a vehicle or a vehicle's license plate;

1038 (2) "Automated license plate reader information" means information
1039 that is (A) gathered by an automated license plate reader, or (B) created
1040 through an analysis of the information gathered by an automated
1041 license plate reader;

1042 (3) "Automated license plate reader user" means a person who (A)
1043 owns or operates an automated license plate reader, or (B) has access to

1044 the automated license plate reader information gathered by the
1045 automated license plate reader;

1046 (4) "Exigent circumstances" (A) means circumstances that were
1047 unforeseeable and pose an imminent threat to public health or safety,
1048 (B) includes, but is not limited to, circumstances that would cause a
1049 reasonable person to believe that access to automated license plate
1050 reader information is necessary to prevent physical harm to an
1051 individual, the destruction of evidence or the escape of a suspect, and
1052 (C) does not include investigating any suspected immigration violation
1053 or otherwise assisting in any immigration enforcement activity;

1054 (5) "Gender-affirming health care services" has the same meaning as
1055 provided in section 52-571m of the general statutes;

1056 (6) "Law enforcement agency" has the same meaning as provided in
1057 section 54-240 of the general statutes;

1058 (7) "Person" means an individual, association, corporation, limited
1059 liability company, partnership, trust or other legal entity;

1060 (8) "Protected health care activity" means (A) seeking, providing or
1061 receiving reproductive health care services or gender-affirming health
1062 care services, and (B) assisting any other individual who is seeking,
1063 providing or receiving reproductive health care services or gender-
1064 affirming health care services, including, but not limited to, by
1065 providing information, transportation, lodging or material support to
1066 such other individual; and

1067 (9) "Reproductive health care services" has the same meaning as
1068 provided in section 52-571m of the general statutes.

1069 (b) On and after October 1, 2026, the Department of Transportation,
1070 the Department of Motor Vehicles or a law enforcement agency shall not
1071 enter into or renew any contract with an automated license plate reader
1072 user, unless such contract provides that the automated license plate
1073 reader user shall not engage in any of the following activities with

1074 respect to any automated license plate reader information gathered in
1075 this state:

1076 (1) Sell such automated license plate reader information;

1077 (2) Share or transfer such automated license plate reader information
1078 to any person other than the Department of Transportation, the
1079 Department of Motor Vehicles or a law enforcement agency;

1080 (3) Allow any person other than the Department of Transportation,
1081 the Department of Motor Vehicles or a law enforcement agency to access
1082 such automated license plate reader information, unless the automated
1083 license plate reader user is required to allow such person to access such
1084 automated license plate reader information (A) pursuant to a signed
1085 judicial warrant or valid court order issued by a court of competent
1086 jurisdiction, or (B) due to the existence of exigent circumstances; or

1087 (4) Share or transfer such automated license plate reader information,
1088 or allow access to such automated license plate reader information, if
1089 the automated license plate reader user reasonably believes that such
1090 automated license plate reader information may be used for purposes
1091 of (A) investigating any suspected immigration violation or otherwise
1092 assisting in any immigration enforcement activity, (B) investigating any
1093 suspected, or prosecuting any alleged, activity, including, but not
1094 limited to, any protected health care activity, that is legal in this state, or
1095 (C) any effort to identify, or impose any civil or criminal liability on, any
1096 person based solely on such person's participation in any activity that is
1097 protected by the United States Constitution or the Constitution of the
1098 state of Connecticut, including, but not limited to, any exercise of such
1099 person's right to freedom of speech, to peaceably assemble or to petition
1100 the government for a redress of grievances, except as otherwise
1101 provided by applicable state or federal law.

1102 (c) Automated license plate reader information is confidential and
1103 shall not be deemed a public record for the purposes of the Freedom of
1104 Information Act, as defined in section 1-200 of the general statutes.

1105 (d) The Attorney General may institute proceedings to enforce the
1106 provisions of subsections (b) and (c) of this section. In any proceedings
1107 instituted under this subsection, the court may grant appropriate relief,
1108 including, but not limited to, preliminary, temporary or permanent
1109 injunctive relief.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2026</i>	New section
Sec. 2	<i>October 1, 2026</i>	New section
Sec. 3	<i>October 1, 2026</i>	New section
Sec. 4	<i>October 1, 2026</i>	New section
Sec. 5	<i>October 1, 2026</i>	New section
Sec. 6	<i>October 1, 2026</i>	New section
Sec. 7	<i>October 1, 2026</i>	New section
Sec. 8	<i>October 1, 2026</i>	New section
Sec. 9	<i>October 1, 2026</i>	New section
Sec. 10	<i>October 1, 2026</i>	New section
Sec. 11	<i>October 1, 2026</i>	New section
Sec. 12	<i>October 1, 2026</i>	42-515
Sec. 13	<i>October 1, 2026</i>	42-517(a)
Sec. 14	<i>October 1, 2026</i>	42-518(a)
Sec. 15	<i>October 1, 2026</i>	42-520(a)
Sec. 16	<i>October 1, 2026</i>	42-521(a)
Sec. 17	<i>October 1, 2026</i>	42-524(a)
Sec. 18	<i>October 1, 2026</i>	New section

GL *Joint Favorable Subst.*

JUD *Joint Favorable*