



General Assembly

Amendment

February Session, 2026

LCO No. 4531



Offered by:

SEN. MARONEY, 14th Dist.

REP. LEMAR, 96th Dist.

SEN. LOONEY, 11th Dist.

REP. TURCO, 27th Dist.

SEN. DUFF, 25th Dist.

REP. DELANY, 144th Dist.

To: Subst. Senate Bill No. 4

File No. 285

Cal. No. 196

"AN ACT CONCERNING CONSUMER PRIVACY AND PROTECTION."

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

3 "Section 1. (NEW) (*Effective October 1, 2026*) As used in this section
4 and sections 2 to 10, inclusive, of this act, unless the context otherwise
5 requires:

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

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

11 (3) "Brokered personal data" means one or more of the following
12 personal data elements concerning a consumer, if categorized or

13 organized for sale or license to a third party: (A) Name; (B) address; (C)
14 date of birth; (D) place of birth; (E) mother's maiden name; (F) unique
15 biometric data (i) generated from measurement or technical analysis of
16 a human body characteristic, including, but not limited to, a fingerprint,
17 retina or iris image or other unique physical or digital representation of
18 biometric data, and (ii) used by the owner or licensee of such unique
19 biometric data to identify or authenticate the consumer; (G) name or
20 address of a member of the consumer's immediate family or household;
21 (H) Social Security number or other government-issued identification
22 number; or (I) other information that, alone or in combination with the
23 other information sold or licensed, would allow a reasonable person to
24 identify the consumer with reasonable certainty;

25 (4) "Business" (A) means (i) any person who regularly engages in
26 commercial activities for the purpose of generating income, (ii) any
27 bank, Connecticut credit union, federal credit union, out-of-state bank,
28 out-of-state trust company or out-of-state credit union, as such terms are
29 defined in section 36a-2 of the general statutes, and (iii) any other person
30 who controls, is controlled by or is under common control with any
31 person described in subparagraph (A)(i) or (A)(ii) of this subdivision,
32 and (B) does not include any body, authority, board, bureau,
33 commission, district or agency of this state or of any political
34 subdivision of this state;

35 (5) "Commissioner" means the Commissioner of Consumer
36 Protection;

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

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

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

44 (9) "Deletion request" means any request submitted by a consumer
45 under subparagraph (A)(i) of subdivision (1) of subsection (a) of section
46 5 of this act;

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

48 (11) "HIPAA" means the Health Insurance Portability and
49 Accountability Act of 1996, 42 USC 1320d et seq., as amended from time
50 to time;

51 (12) "License" (A) means to grant access to, or distribute, brokered
52 personal data in exchange for consideration, and (B) does not include
53 using any personal data for the sole benefit of the person who provided
54 such personal data if such person maintains control over the use of such
55 personal data;

56 (13) "Minor" means any consumer who is younger than eighteen
57 years of age;

58 (14) "Participating consumer" means any consumer who submits a
59 verified deletion request;

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

62 (16) "Personal data" has the same meaning as provided in section 42-
63 515 of the general statutes, as amended by this act;

64 (17) "Registered data broker" means any data broker that is actively
65 registered as a data broker in accordance with the provisions of section
66 2 of this act; and

67 (18) "Unregistered data broker" means any data broker that is not
68 actively registered as a data broker in accordance with the provisions of
69 section 2 of this act.

70 Sec. 2. (NEW) (*Effective October 1, 2026*) (a) Except as provided in
71 section 7 of this act, no data broker shall sell or license brokered personal

72 data in this state on or after January 1, 2027, unless the data broker is
73 actively registered with the Department of Consumer Protection in
74 accordance with the provisions of this section.

75 (b) Except as provided in subsection (d) of this section and section 7
76 of this act, a data broker that intends to sell or license brokered personal
77 data in this state shall submit to the Department of Consumer
78 Protection, in a form and manner prescribed by the Commissioner of
79 Consumer Protection, an application for an initial registration as a data
80 broker. Each application for an initial registration as a data broker shall
81 be accompanied by an initial registration fee in the amount of two
82 thousand five hundred dollars. Each initial registration issued pursuant
83 to this subsection shall expire on December thirty-first of the year in
84 which such initial registration was issued, and may be renewed for
85 successive one-year terms upon submission of a registration renewal
86 application made in the manner set forth in this subsection for an initial
87 application and payment of a registration renewal fee in the amount of
88 two thousand five hundred dollars. All fees collected under this
89 subsection shall be deposited in the data broker registration account
90 established in section 8 of this act.

91 (c) Except as provided in subsection (d) of this section, each
92 application submitted to the Department of Consumer Protection under
93 subsection (b) of this section shall disclose: (1) The applicant's name,
94 mailing address and an actively monitored electronic mail address and
95 telephone number; (2) the address of the applicant's primary Internet
96 web site; (3) the address of a publicly accessible Internet web page on
97 the applicant's primary Internet web site that (A) does not make use of
98 any dark pattern, as defined in section 42-515 of the general statutes, as
99 amended by this act, and (B) details how a consumer may exercise each
100 of the rights afforded to the consumer under subsection (a) of section
101 42-518 of the general statutes, as amended by this act; (4) whether the
102 applicant collects (A) minors' personal data, or (B) consumers' precise
103 geolocation data or reproductive or sexual health data, as such terms are
104 defined in section 42-515 of the general statutes, as amended by this act;

105 (5) the measures the applicant will take to ensure that no personal data
106 are sold or licensed in violation of the provisions of sections 1 to 10,
107 inclusive, of this act or sections 42-515 to 42-526, inclusive, of the general
108 statutes, as amended by this act; (6) whether, and to what extent, the
109 applicant or any of its subsidiaries is regulated under (A) the Fair Credit
110 Reporting Act, 15 USC 1681 et seq., as amended from time to time, (B)
111 Title V of the Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the
112 regulations adopted thereunder, as said act and such regulations may
113 be amended from time to time, (C) section 38a-38 of the general statutes,
114 or (D) the privacy, security and breach notification rules issued by the
115 United States Department of Health and Human Services, 45 CFR Parts
116 160 and 164, as amended from time to time; (7) for a registration renewal
117 application submitted on or after July 1, 2029, the statement the
118 applicant most recently posted on a publicly accessible Internet web
119 page on such applicant's primary Internet web site pursuant to section
120 6 of this act; (8) for a registration renewal application submitted on or
121 after July 1, 2031, (A) whether the applicant has undergone an audit
122 pursuant to subparagraph (A)(i) of subdivision (1) of subsection (d) of
123 section 5 of this act, and (B) if the applicant has undergone an audit
124 pursuant to subparagraph (A)(i) of subdivision (1) of subsection (d) of
125 section 5 of this act, the most recent year for which the applicant
126 submitted an audit report and the materials associated therewith to the
127 department pursuant to subdivision (2) of subsection (d) of section 5 of
128 this act; and (9) any other information the Commissioner of Consumer
129 Protection requires for the purposes of this section.

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

134 Sec. 3. (NEW) (*Effective October 1, 2026*) No data broker shall sell or
135 license any personal data in violation of the provisions of sections 1 to
136 10, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the
137 general statutes, as amended by this act. Each registered data broker

138 shall establish a privacy policy which, at a minimum, shall include
139 measures to ensure that such registered data broker does not sell or
140 license any personal data in violation of the provisions of sections 1 to
141 10, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the
142 general statutes, as amended by this act.

143 Sec. 4. (NEW) (*Effective October 1, 2026*) The Commissioner of
144 Consumer Protection shall establish, and periodically update, an
145 Internet web page on the Department of Consumer Protection's Internet
146 web site that: (1) Discloses, for each registered data broker, the
147 information required under subsection (c) of section 2 of this act that
148 was included in the application such registered data broker most
149 recently submitted, and the department most recently approved for
150 such registered data broker, under subsection (b) of section 2 of this act;
151 and (2) provides access to the accessible deletion mechanism established
152 by the commissioner pursuant to subsection (a) of section 5 of this act.

153 Sec. 5. (NEW) (*Effective October 1, 2026*) (a) (1) Not later than July 1,
154 2028, the Commissioner of Consumer Protection shall establish an
155 accessible deletion mechanism program. As part of the accessible
156 deletion mechanism program, the commissioner shall establish an
157 accessible deletion mechanism that:

158 (A) Enables a consumer to (i) submit a deletion request, in a verifiable
159 form and manner prescribed by the commissioner, without charge to
160 the consumer and in any language spoken by a consumer for whom a
161 registered data broker has collected personal data, that all registered
162 data brokers and data service providers delete the consumer's personal
163 data, and (ii) specifically exclude one or more registered data brokers,
164 and all data service providers for such registered data broker or brokers,
165 from the consumer's deletion request;

166 (B) Enables a consumer to (i) securely submit, in a form and manner
167 prescribed by the commissioner, (I) the consumer's motor vehicle
168 operator's license number, and (II) additional personal data to aid in
169 processing the consumer's deletion request, (ii) determine the status of

170 the consumer's deletion request, and (iii) not more frequently than once
171 during any forty-five-day period, submit an update to the participating
172 consumer's verified deletion request in a verifiable form and manner
173 prescribed by the commissioner, without charge to such participating
174 consumer and in any language spoken by a consumer for whom a
175 registered data broker has collected personal data;

176 (C) Enables a registered data broker to determine whether a
177 consumer has specifically excluded the registered data broker, and all
178 data service providers for such registered data broker, from the
179 consumer's deletion request or any update thereto;

180 (D) Does not enable a registered data broker that accesses the
181 accessible deletion mechanism for the purposes set forth in
182 subparagraph (C) of this subdivision to access any additional personal
183 data by way of such accessible deletion mechanism;

184 (E) Is readily accessible and usable by consumers with disabilities;

185 (F) Incorporates reasonable security safeguards, including, but not
186 limited to, administrative, physical and technical safeguards, to protect
187 consumers' personal data from any unauthorized use, disclosure,
188 access, destruction or modification by way of the accessible deletion
189 mechanism; and

190 (G) Provides, in a manner that is readily understandable by
191 consumers, (i) a description of what constitutes personal data and
192 therefore may be subject to a deletion request, (ii) an explanation of the
193 processes for a consumer to submit and update a deletion request, and
194 (iii) a description of the actions required under subsections (b) and (c) of
195 this section.

196 (2) (A) If a consumer submits the consumer's motor vehicle operator's
197 license number to the commissioner for the purpose of verifying such
198 consumer's deletion request or any update thereto, the commissioner
199 shall use such consumer's motor vehicle operator's license number to
200 verify such deletion request or update and for no other purpose. The

201 commissioner shall not share, store or retain such consumer's motor
202 vehicle operator's license number.

203 (B) Each deletion request and update thereto is confidential and shall
204 not be deemed a public record for the purposes of the Freedom of
205 Information Act, as defined in section 1-200 of the general statutes.

206 (b) On and after August 15, 2028, and except as provided in section 7
207 of this act, the Commissioner of Consumer Protection, or the
208 commissioner's authorized agent, shall:

209 (1) Verify that the consumer who purportedly submitted a deletion
210 request or update thereto actually submitted such deletion request or
211 update by using such consumer's motor vehicle operator's license
212 number and, following such verification, update the accessible deletion
213 mechanism to inform each registered data broker that accesses the
214 accessible deletion mechanism that such deletion request or update has
215 been verified; and

216 (2) If the commissioner, or the commissioner's authorized agent,
217 cannot verify that the consumer who purportedly submitted a deletion
218 request or update thereto actually submitted such deletion request or
219 update, specify that all registered data brokers, and all data service
220 providers for such registered data brokers, that are not specifically
221 excluded from such unverified deletion request or such unverified
222 update (A) may retain any personal data such registered data brokers
223 and data service providers maintain concerning such consumer, and (B)
224 shall process such unverified deletion request or such unverified update
225 as an exercise of such consumer's right under subparagraph (B) of
226 subdivision (5) of subsection (a) of section 42-518 of the general statutes,
227 as amended by this act.

228 (c) (1) On and after October 1, 2028, and except as provided in section
229 7 of this act, each registered data broker shall access the accessible
230 deletion mechanism at least once every forty-five days to:

231 (A) Examine each deletion request or update thereto to determine

232 whether such registered data broker, and all data service providers for
233 such registered data broker, are specifically excluded from such deletion
234 request or update; and

235 (B) (i) For each verified deletion request or verified update thereto
236 that does not specifically exclude such registered data broker, and all
237 data service providers for such registered data broker, and subject to the
238 exceptions set forth in subdivision (5) of this subsection, delete any
239 personal data such registered data broker maintains concerning the
240 participating consumer and direct all data service providers that
241 maintain any personal data concerning the participating consumer on
242 behalf of such registered data broker to delete such personal data; or

243 (ii) For each unverified deletion request or unverified update thereto
244 that does not specifically exclude such registered data broker, and all
245 data service providers for such registered data broker, (I) retain any
246 personal data such registered data broker maintains concerning the
247 consumer, and (II) process such unverified deletion request or such
248 unverified update, and direct all data service providers for such
249 registered data broker to process such unverified deletion request or
250 such unverified update, as an exercise of the consumer's right under
251 subparagraph (B) of subdivision (5) of subsection (a) of section 42-518 of
252 the general statutes, as amended by this act.

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

258 (A) Such registered data broker verifies that the participating
259 consumer has submitted a verified update to a verified deletion request
260 such participating consumer previously submitted to the accessible
261 deletion mechanism; and

262 (B) Such verified update specifically excludes such registered data

263 broker and all data service providers for such registered data broker
264 from the verified updated deletion request.

265 (3) The Commissioner of Consumer Protection may impose a fee on
266 each registered data broker that accesses the accessible deletion
267 mechanism for the purposes of performing such registered data broker's
268 duties under subdivisions (1) and (2) of this subsection. Such fee shall
269 be in an amount determined by the commissioner, but shall not exceed
270 the cost of providing such access. All fees collected under this
271 subdivision shall be deposited in the data broker registration account
272 established in section 8 of this act.

273 (4) On and after October 1, 2028, and except as provided in
274 subdivision (5) of this subsection, no registered data broker, and no data
275 service provider for such registered data broker, that deletes a
276 participating consumer's personal data pursuant to subparagraph (B)(i)
277 of subdivision (1) of this subsection or subdivision (2) of this subsection
278 shall maintain, use or disclose any personal data such registered data
279 broker or data service provider subsequently acquires concerning the
280 participating consumer.

281 (5) (A) No registered data broker who maintains a participating
282 consumer's personal data, and no data service provider for such
283 registered data broker, shall be required to delete the participating
284 consumer's personal data, and may maintain, use or disclose such
285 consumer's personal data, to the extent that maintaining, using or
286 disclosing such participating consumer's personal data is reasonably
287 necessary to (i) comply with any federal, state or municipal law,
288 ordinance or regulation, (ii) comply with any civil, criminal or
289 regulatory inquiry, investigation, subpoena or summons by any federal,
290 state, municipal or other governmental authority, (iii) cooperate with
291 any law enforcement agency concerning any conduct or activity that
292 such registered data broker or data service provider reasonably and in
293 good faith believes may violate any federal, state or municipal law,
294 ordinance or regulation, (iv) investigate, establish, exercise, prepare for
295 or defend any legal claim, (v) provide any product or service specifically

296 requested by such participating consumer, (vi) perform pursuant to any
297 contract to which such participating consumer is a party, including, but
298 not limited to, by fulfilling the terms of a written warranty, (vii) take any
299 step at the request of such participating consumer prior to entering into
300 a contract, (viii) take any immediate step to protect any interest that is
301 essential for the life or physical safety of such participating consumer or
302 another individual, (ix) prevent, detect, protect against or respond to
303 any security incident, identity theft, fraud, harassment, malicious or
304 deceptive activity or any illegal activity, preserve the integrity or
305 security of any system or investigate, report or prosecute those
306 responsible for any such action, (x) engage in any public or peer-
307 reviewed scientific or statistical research in the public interest that
308 adheres to all other applicable ethics and privacy laws and is approved,
309 monitored and governed by an institutional review board, or a similar
310 independent oversight entity, that determines that (I) maintaining such
311 participating consumer's personal data is likely to provide substantial
312 benefits that do not exclusively accrue to such registered data broker or
313 data service provider, (II) the expected benefits of such research
314 outweigh the privacy risks, and (III) such registered data broker or data
315 service provider has implemented reasonable safeguards to mitigate
316 any privacy risk associated with such research, (xi) assist any other
317 person in performing any obligation imposed under sections 1 to 10,
318 inclusive, of this act, (xii) conduct internal research to develop, improve
319 or repair any product, service or technology, (xiii) effectuate a product
320 recall, (xiv) identify and repair any technical error that impairs existing
321 or intended functionality, or (xv) perform internal operations that are
322 reasonably aligned with the expectations such participating consumer
323 had, or reasonably anticipated, based on such participating consumer's
324 existing relationship with such registered data broker.

325 (B) Except as provided in section 7 of this act, no registered data
326 broker, or data service provider for such registered data broker, that
327 maintains, uses or discloses a participating consumer's personal data for
328 any purpose set forth in subparagraph (A) of this subdivision shall
329 maintain, use or disclose the participating consumer's personal data for

330 any other purpose.

331 (d) (1) Except as provided in section 7 of this act, not later than July 1,
332 2031, and triennially thereafter, each registered data broker shall, at the
333 expense of such registered data broker, (A) retain an independent
334 auditor to (i) audit the books of such registered data broker to determine
335 whether such registered data broker is in compliance with the
336 provisions of subsection (c) of this section, (ii) prepare an audit report
337 disclosing the results of such audit, and (iii) submit such audit report,
338 and any materials associated therewith, to such registered data broker,
339 and (B) maintain each audit report, and any materials associated
340 therewith, that are submitted to such registered data broker pursuant to
341 subparagraph (A)(iii) of this subdivision for a period of at least six years
342 beginning on the date on which such audit report and materials are
343 submitted to such registered data broker.

344 (2) Except as provided in section 7 of this act, a registered data broker
345 shall submit an audit report and the materials described in
346 subparagraph (A)(iii) of subdivision (1) of this subsection to the
347 Department of Consumer Protection, in a form and manner prescribed
348 by the Commissioner of Consumer Protection, not later than five
349 business days after the department sends notice to the registered data
350 broker disclosing that the department requires such registered data
351 broker to submit such audit report and materials to the department.

352 (e) The Commissioner of Consumer Protection may enter into a
353 contract with one or more public or private entities (1) for any services
354 necessary to implement the provisions of subsections (a) to (d),
355 inclusive, of this section, (2) to administer the accessible deletion
356 mechanism program established pursuant to subsection (a) of this
357 section, or (3) to administer a multistate accessible deletion mechanism
358 program.

359 Sec. 6. (NEW) (*Effective October 1, 2026*) Except as provided in section
360 7 of this act, not later than July 1, 2029, and annually thereafter, each
361 business that was a registered data broker during the preceding

362 calendar year shall post, in a form and manner prescribed by the
363 Commissioner of Consumer Protection and on a publicly accessible
364 Internet web page on such business's primary Internet web site, a
365 statement disclosing the following information:

366 (1) The total number of deletion requests, inclusive of any updates
367 thereto, that such business accessed during the preceding calendar year
368 and that did not specifically exclude such business and all data service
369 providers for such business;

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

372 (A) Deleting personal data;

373 (B) Retaining personal data; or

374 (C) Deleting and retaining personal data; and

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

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

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

382 Sec. 7. (NEW) (*Effective October 1, 2026*) (a) The provisions of sections
383 1 to 10, inclusive, of this act shall not apply to: (1) A consumer reporting
384 agency, as defined in 15 USC 1681a(f), as amended from time to time, a
385 person who furnishes information to a consumer reporting agency, as
386 provided in 15 USC 1681s-2, as amended from time to time, or a user of
387 a consumer report, as defined in 15 USC 1681a(d), as amended from
388 time to time, to the extent that the consumer reporting agency, person
389 or user engages in activities that are subject to regulation under the Fair
390 Credit Reporting Act, 15 USC 1681 et seq., as amended from time to

391 time; (2) a financial institution, an affiliate or a nonaffiliated third party,
392 as such terms are defined in 15 USC 6809, as amended from time to time,
393 to the extent that the financial institution, affiliate or nonaffiliated third
394 party engages in activities that are subject to regulation under Title V of
395 the Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the regulations
396 adopted thereunder, as said act and such regulations may be amended
397 from time to time; (3) a business that collects information concerning a
398 consumer if the consumer is or was (A) in a contractual relationship
399 with the business, (B) an investor in the business, (C) a donor to the
400 business, or (D) in any relationship with the business that is similar to
401 the relationships described in subparagraphs (A) to (C), inclusive, of this
402 subdivision; (4) a business that performs services for, or is acting as an
403 agent or otherwise on behalf of, a business described in subdivision (3)
404 of this subsection or a governmental entity; (5) a business collecting data
405 used for purposes of the regulation of listed chemicals as set forth in 21
406 USC 830, as amended from time to time; (6) a candidate committee,
407 national committee, party committee or political committee, as such
408 terms are defined in section 9-601 of the general statutes; and (7) a
409 covered entity or business associate, as defined in 45 CFR 160.103.

410 (b) No provision of sections 1 to 10, inclusive, of this act shall be
411 construed to prohibit an unregistered data broker from engaging in any
412 sale or licensing of brokered personal data if such sale or licensing
413 exclusively involves: (1) Publicly available information that (A)
414 concerns a consumer's business or profession, (B) is sold or licensed as
415 part of a service that provides alerts for health or safety purposes, or (C)
416 is lawfully available from any federal, state or local government record,
417 unless such information is (i) collated and combined to create a
418 consumer profile that is made available to a user of a publicly accessible
419 Internet web site for compensation or free of charge, or (ii) used to
420 generate inferences with respect to consumers; (2) providing digital
421 access to any (A) journal, book, periodical, newspaper, magazine or
422 news media, or (B) educational, academic or instructional work; (3)
423 developing or maintaining an electronic commerce service or software;
424 (4) providing directory assistance or directory information services as,

425 or on behalf of, a telecommunications carrier; or (5) a one-time or
426 occasional disposition of the assets of a business, or any portion of a
427 business, as part of a transfer of control over the assets of the business
428 that is not part of the ordinary conduct of such business or portion of
429 such business.

430 Sec. 8. (NEW) (*Effective October 1, 2026*) There is established an
431 account to be known as the "data broker registration account", which
432 shall be a separate, nonlapsing account. The account shall contain any
433 moneys required by law to be deposited in the account. Moneys in the
434 account shall be expended by the Commissioner of Consumer
435 Protection for the purposes of the accessible deletion mechanism
436 program established pursuant to subsection (a) of section 5 of this act.

437 Sec. 9. (NEW) (*Effective October 1, 2026*) The Commissioner of
438 Consumer Protection may adopt regulations, in accordance with the
439 provisions of chapter 54 of the general statutes, to implement the
440 provisions of sections 2 to 8, inclusive, of this act.

441 Sec. 10. (NEW) (*Effective October 1, 2026*) The Commissioner of
442 Consumer Protection, after providing notice and conducting a hearing
443 in accordance with the provisions of chapter 54 of the general statutes,
444 may impose a civil penalty of not more than two hundred dollars per
445 day for each violation of any provision of sections 2 to 8, inclusive, of
446 this act. Any civil penalties collected under this section shall be
447 deposited in the data broker registration account established in section
448 8 of this act.

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

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

452 (2) "Consumer good" means any article that is purchased, leased,
453 exchanged or received primarily for personal, family or household
454 purposes;

455 (3) "Consumer service" means any service that is purchased, leased,
456 exchanged or received primarily for personal, family or household
457 purposes;

458 (4) "Discounted price" means any price for a consumer good or
459 consumer service that is (A) established for, or offered to, a consumer or
460 group of consumers, and (B) verifiably lower than the generally
461 available, publicly disclosed and bona fide market price established for
462 the consumer good or consumer service;

463 (5) "Person" means any individual, association, corporation, limited
464 liability company, partnership, trust or other legal entity;

465 (6) "Personal data" has the same meaning as provided in section 42-
466 515 of the general statutes, as amended by this act;

467 (7) "Price setting device" means any automated or programmed
468 process that uses a consumer's personal data to establish a price for a
469 consumer good or consumer service to be sold, leased, exchanged or
470 provided to the consumer;

471 (8) "Retail seller" (A) means a retailer, as defined in section 12-407 of
472 the general statutes, to the extent such retailer is engaged in making
473 sales, at retail, of tangible personal property, and (B) includes, but is not
474 limited to, a retail food establishment;

475 (9) "Surveillance pricing" means the practice of establishing a
476 customized price for a consumer good or consumer service that is
477 specific to a consumer based, in whole or in part, on the consumer's
478 personal data collected (A) through any technology or technological
479 method, system or tool, including, but not limited to, any biometric
480 monitoring, camera, device tracking or sensor, that is capable of
481 gathering personal data concerning a consumer's behavior,
482 characteristics, location or other personal attributes in a physical or
483 digital environment, and (B) by the person establishing the customized
484 price either directly or indirectly by gathering, purchasing or otherwise
485 acquiring such personal data from a third party; and

486 (10) "Third-party delivery service" means a company, organization or
487 entity, outside of the operation of a retail food establishment's business,
488 that facilitates delivery or online ordering services to customers of a
489 retail food establishment.

490 (b) (1) Except as provided in subsection (d) of this section, any person
491 doing business in the state who uses a price setting device for any reason
492 other than to establish a discounted price for a consumer good or
493 consumer service to be sold, leased, exchanged or provided as part of
494 an online transaction, and who directly or indirectly advertises or
495 promotes online a price established for a consumer good or consumer
496 service by using a price setting device, labels a consumer good with such
497 price online or publishes an online statement, display, image, offer or
498 announcement disclosing such price, shall include in such online
499 advertisement, promotion, label, statement, display, image, offer or
500 announcement the following disclosure, or a substantially similar
501 disclosure: "THIS PRICE WAS INCREASED BY A PRICE SETTING
502 DEVICE USING YOUR PERSONAL DATA".

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

505 (c) (1) Except as provided in subsection (d) of this section, no retail
506 seller or third-party delivery service doing business in the state shall
507 engage in surveillance pricing.

508 (2) Notwithstanding the provisions of subdivision (1) of this
509 subsection, the following shall not be deemed to constitute surveillance
510 pricing:

511 (A) Establishing for, or offering to, a consumer a discounted price for
512 a consumer service for the purpose of retaining the consumer as a
513 customer;

514 (B) Establishing for, or offering to, different consumers different
515 prices for the same consumer good or consumer service due to (i)
516 justifiable differences in the costs incurred in providing such consumer

517 good or consumer service to such consumers, including, but not limited
518 to, justifiable differences in consumer selections, delivery distances or
519 delivery times, or (ii) justifiable temporal differences, including, but not
520 limited to, justifiable temporal differences due to price fluctuations
521 based on supply and demand; or

522 (C) Establishing for, or offering to, a consumer or group of consumers
523 a discounted price for a consumer good or consumer service (i) based
524 on publicly disclosed uniform terms and conditions that may be
525 satisfied by any consumer, including, but not limited to, by signing up
526 for a mailing list, disclosing personal data, registering for promotional
527 communications or participating in a promotional event, (ii) that is
528 available to all consumers who are members of a broadly defined group,
529 including, but not limited to, veterans or members of the armed forces,
530 senior citizens, students, teachers or residents of a specific area, or (iii)
531 through a loyalty, membership or rewards program in which
532 consumers must affirmatively enroll. The retail seller or third-party
533 delivery service shall (I) prominently post the discounted price, and the
534 uniform terms and conditions for such discounted price, on such retail
535 seller's or third-party delivery service's Internet web site in language
536 that is readily understandable by the average consumer, and (II) offer
537 such discounted price to all consumers pursuant to the uniform terms
538 and conditions posted on such retail seller's or third-party delivery
539 service's Internet web site.

540 (d) The provisions of subsections (b) and (c) of this section shall not
541 be construed to apply to:

542 (1) Any person licensed, authorized to operate or registered, or
543 required to be licensed, authorized to operate or registered, pursuant to
544 the insurance laws of this state;

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

549 (3) Any bank, holding company or out-of-state bank, as such terms
550 are defined in section 36a-2 of the general statutes, or out-of-state
551 holding company, as defined in section 36a-410 of the general statutes,
552 that directly or indirectly establishes an office in the state and is subject
553 to the supervision of, or regulation by, the Banking Commissioner
554 pursuant to title 36a of the general statutes.

555 (e) Any violation of the provisions of subsections (b) to (d), inclusive,
556 of this section shall constitute an unfair or deceptive trade practice for
557 the purposes of subsection (a) of section 42-110b of the general statutes
558 and shall be enforced solely by the Attorney General. Nothing in this
559 section shall be construed to create a private right of action or to provide
560 grounds for an action under section 42-110g of the general statutes.

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

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

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

568 (2) "Affiliate" means a legal entity that shares common branding with
569 another legal entity or controls, is controlled by or is under common
570 control with another legal entity. For the purposes of this subdivision,
571 "control" and "controlled" mean (A) ownership of, or the power to vote,
572 more than fifty per cent of the outstanding shares of any class of voting
573 security of a company, (B) control in any manner over the election of a
574 majority of the directors or of individuals exercising similar functions,
575 or (C) the power to exercise controlling influence over the management
576 of a company.

577 (3) "Authenticate" means to use reasonable means to determine that
578 a request to exercise any of the rights afforded under subdivisions (1) to
579 (4), inclusive, of subsection (a) of section 42-518, as amended by this act,

580 is being made by, or on behalf of, the consumer who is entitled to
581 exercise such consumer rights with respect to the personal data at issue.

582 (4) "Biometric data" means data generated by automatic
583 measurements of an individual's biological characteristics, such as a
584 fingerprint, a voiceprint, eye retinas, irises or other unique biological
585 patterns or characteristics that are used to identify a specific individual.
586 "Biometric data" does not include (A) a digital or physical photograph,
587 (B) an audio or video recording, or (C) any data generated from a digital
588 or physical photograph, or an audio or video recording, unless such
589 data are generated to identify a specific individual.

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

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

592 (7) "Consent" means a clear affirmative act signifying a consumer's
593 freely given, specific, informed and unambiguous agreement to allow
594 the processing of personal data relating to the consumer. "Consent" may
595 include a written statement, including by electronic means, or any other
596 unambiguous affirmative action. "Consent" does not include (A)
597 acceptance of general or broad terms of use or a similar document that
598 contains descriptions of personal data processing along with other,
599 unrelated information, (B) hovering over, muting, pausing or closing a
600 given piece of content, or (C) agreement obtained through the use of
601 dark patterns.

602 (8) "Consumer" means an individual who is a resident of this state.
603 "Consumer" does not include an individual acting in a commercial or
604 employment context or as an employee, owner, director, officer or
605 contractor of a company, partnership, sole proprietorship, nonprofit
606 organization or government agency whose communications or
607 transactions with the controller occur solely within the context of that
608 individual's role with the company, partnership, sole proprietorship,
609 nonprofit organization or government agency.

610 (9) "Consumer health data" means any personal data that a controller

611 uses to identify a consumer's physical or mental health condition,
612 diagnosis or status, and includes, but is not limited to, gender-affirming
613 health data and reproductive or sexual health data.

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

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

619 (12) "COPPA" means the Children's Online Privacy Protection Act of
620 1998, 15 USC 6501 et seq., and the regulations, rules, guidance and
621 exemptions adopted pursuant to said act, as said act and such
622 regulations, rules, guidance and exemptions may be amended from
623 time to time.

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

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

629 (15) "Decision that produces any legal or similarly significant effect"
630 means any decision made by the controller, or on behalf of the
631 controller, that results in the provision or denial by the controller of any
632 financial or lending service, any housing, any insurance, any education
633 enrollment or opportunity, any criminal justice, any employment
634 opportunity or any health care service.

635 (16) "De-identified data" means data that cannot reasonably be used
636 to infer information about, or otherwise be linked to, an identified or
637 identifiable individual, or a device linked to such individual, if the
638 controller that possesses such data (A) takes reasonable measures to
639 ensure that such data cannot be associated with an individual, (B)
640 publicly commits to process such data only in a de-identified fashion

641 and not attempt to re-identify such data, and (C) contractually obligates
642 any recipients of such data to satisfy the criteria set forth in
643 subparagraphs (A) and (B) of this subdivision.

644 (17) "Facial recognition technology" means any technology that
645 analyzes facial features in still images or video to uniquely and
646 personally identify a specific individual.

647 ~~[(17)]~~ (18) "Gender-affirming health care services" has the same
648 meaning as provided in section [52-571n] 52-571m.

649 ~~[(18)]~~ (19) "Gender-affirming health data" means any personal data
650 concerning an effort made by a consumer to seek, or a consumer's
651 receipt of, gender-affirming health care services.

652 ~~[(19)]~~ (20) "Geofence" means any technology that uses global
653 positioning coordinates, cell tower connectivity, cellular data, radio
654 frequency identification, wireless fidelity technology data or any other
655 form of location detection, or any combination of such coordinates,
656 connectivity, data, identification or other form of location detection, to
657 establish a virtual boundary.

658 ~~[(20)]~~ (21) "HIPAA" means the Health Insurance Portability and
659 Accountability Act of 1996, 42 USC 1320d et seq., as amended from time
660 to time.

661 ~~[(21)]~~ (22) "Identified or identifiable individual" means an individual
662 who can be readily identified, directly or indirectly.

663 ~~[(22)]~~ (23) "Institution of higher education" means any individual
664 who, or school, board, association, limited liability company or
665 corporation that, is licensed or accredited to offer one or more programs
666 of higher learning leading to one or more degrees.

667 ~~[(23)]~~ (24) "Mental health facility" means any health care facility in
668 which at least seventy per cent of the health care services provided in
669 such facility are mental health services.

670 [(24)] (25) "Neural data" means any information that is generated by
671 measuring the activity of an individual's central nervous system.

672 [(25)] (26) "Nonprofit organization" means any organization that is
673 exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or
674 501(c)(12) of the Internal Revenue Code of 1986, or any subsequent
675 corresponding internal revenue code of the United States, as amended
676 from time to time.

677 [(26)] (27) "Person" means an individual, association, company,
678 limited liability company, corporation, partnership, sole proprietorship,
679 trust or other legal entity.

680 [(27)] (28) "Personal data" means any information that is linked or
681 reasonably linkable to an identified or identifiable individual. "Personal
682 data" does not include de-identified data or publicly available
683 information.

684 [(28)] (29) "Precise geolocation data" means information derived from
685 technology, including, but not limited to, global positioning system
686 level latitude and longitude coordinates or other mechanisms, that
687 directly identifies the specific location of an individual with precision
688 and accuracy within a radius of one thousand seven hundred fifty feet.
689 "Precise geolocation data" does not include the content of
690 communications or any data generated by or connected to advanced
691 utility metering infrastructure systems or equipment for use by a utility.

692 [(29)] (30) "Process" and "processing" mean any operation or set of
693 operations performed, whether by manual or automated means, on
694 personal data or on sets of personal data, such as the collection, use,
695 storage, disclosure, analysis, deletion or modification of personal data.

696 [(30)] (31) "Processor" means a person who processes personal data
697 on behalf of a controller.

698 [(31)] (32) "Profiling" means any form of automated processing
699 performed on personal data to evaluate, analyze or predict personal

700 aspects related to an identified or identifiable individual's economic
701 situation, health, personal preferences, interests, reliability, behavior,
702 location or movements.

703 [(32)] (33) "Protected health information" has the same meaning as
704 provided in HIPAA.

705 [(33)] (34) "Pseudonymous data" means personal data that cannot be
706 attributed to a specific individual without the use of additional
707 information, provided such additional information is kept separately
708 and is subject to appropriate technical and organizational measures to
709 ensure that the personal data are not attributed to an identified or
710 identifiable individual.

711 [(34)] (35) "Publicly available information" (A) means information
712 that (i) is [lawfully] made available [from] through federal, state or
713 [municipal] local government records or to the general public from
714 widely distributed media, or (ii) a controller or processor, or an affiliate
715 of a controller or processor, has a reasonable basis to believe [(I) a] that
716 the consumer has lawfully made available to the general public, [or (II)
717 has been lawfully made available to the general public from widely
718 distributed media,] and (B) does not include any (i) biometric data [that
719 can be associated with a specific] about a consumer [and were] collected
720 by a business without the consumer's [consent] knowledge, (ii) obscene
721 visual depiction, as such term is used in 18 USC 1460, as amended from
722 time to time, (iii) personal data that are created by combining any
723 information described in subdivision (28) of this section with any
724 information described in subparagraph (A) of this subdivision, (iv)
725 genetic data, unless such genetic data are made publicly available by the
726 consumer, (v) information provided by a consumer on a publicly
727 accessible Internet web site or online service (I) which Internet web site
728 or online service is made available to the general public for
729 compensation or free of charge, and (II) where the consumer has
730 maintained a reasonable expectation of privacy in such information,
731 including, but not limited to, by restricting such information to a specific
732 audience, (vi) intimate image, as such term is used in section 53a-189c,

733 known to be nonconsensual, or (vii) intimate synthetically created
734 image, as such term is used in section 53a-189d, known to be
735 nonconsensual.

736 [(35)] (36) "Reproductive or sexual health care" means any health
737 care-related services or products rendered or provided concerning a
738 consumer's reproductive system or sexual well-being, including, but not
739 limited to, any such service or product rendered or provided concerning
740 (A) an individual health condition, status, disease, diagnosis, diagnostic
741 test or treatment, (B) a social, psychological, behavioral or medical
742 intervention, (C) a surgery or procedure, including, but not limited to,
743 an abortion, (D) a use or purchase of a medication, including, but not
744 limited to, a medication used or purchased for the purposes of an
745 abortion, (E) a bodily function, vital sign or symptom, (F) a
746 measurement of a bodily function, vital sign or symptom, or (G) an
747 abortion, including, but not limited to, medical or nonmedical services,
748 products, diagnostics, counseling or follow-up services for an abortion.

749 [(36)] (37) "Reproductive or sexual health data" means any personal
750 data concerning an effort made by a consumer to seek, or a consumer's
751 receipt of, reproductive or sexual health care.

752 [(37)] (38) "Reproductive or sexual health facility" means any health
753 care facility in which at least seventy per cent of the health care-related
754 services or products rendered or provided in such facility are
755 reproductive or sexual health care.

756 [(38)] (39) "Sale of personal data" means the exchange of personal data
757 for monetary or other valuable consideration by the controller to a third
758 party. "Sale of personal data" does not include (A) the disclosure of
759 personal data to a processor that processes the personal data on behalf
760 of the controller, (B) the disclosure of personal data to a third party for
761 purposes of providing a product or service requested by the consumer,
762 (C) the disclosure or transfer of personal data to an affiliate of the
763 controller, (D) the disclosure of personal data where the consumer
764 directs the controller to disclose the personal data or intentionally uses

765 the controller to interact with a third party, (E) the disclosure of personal
766 data that the consumer (i) intentionally made available to the general
767 public via a channel of mass media, and (ii) did not restrict to a specific
768 audience, or (F) the disclosure or transfer of personal data to a third
769 party as an asset that is part of a merger, acquisition, bankruptcy or
770 other transaction, or a proposed merger, acquisition, bankruptcy or
771 other transaction, in which the third party assumes control of all or part
772 of the controller's assets.

773 [(39)] (40) "Sensitive data" means personal data that includes (A) data
774 revealing (i) racial or ethnic origin, (ii) religious beliefs, (iii) a mental or
775 physical health condition, diagnosis, disability or treatment, (iv) sex life,
776 sexual orientation or status as nonbinary or transgender, or (v)
777 citizenship or immigration status, (B) consumer health data, (C) genetic
778 or biometric data or information derived therefrom, (D) personal data
779 collected from an individual the controller has actual knowledge, or
780 wilfully disregards, is a child, (E) data concerning an individual's status
781 as a victim of crime, as defined in section 1-1k, (F) precise geolocation
782 data, (G) neural data, (H) a consumer's financial account number,
783 financial account log-in information or credit card or debit card number
784 that, in combination with any required access or security code,
785 password or credential, would allow access to a consumer's financial
786 account, or (I) government-issued identification number, including, but
787 not limited to, Social Security number, passport number, state
788 identification card number or driver's license number, that applicable
789 law does not require to be publicly displayed.

790 [(40)] (41) "Targeted advertising" means displaying advertisements to
791 a consumer where the advertisement is selected based on personal data
792 obtained or inferred from that consumer's activities over time and across
793 nonaffiliated Internet web sites or online applications to predict such
794 consumer's preferences or interests. "Targeted advertising" does not
795 include (A) advertisements based on activities within a controller's own
796 Internet web sites or online applications, (B) advertisements based on
797 the context of a consumer's current search query, visit to an Internet web

798 site or online application, (C) advertisements directed to a consumer in
799 response to the consumer's request for information or feedback, or (D)
800 processing personal data solely to measure or report advertising
801 frequency, performance or reach.

802 [(41)] (42) "Third party" means a person, such as a public authority,
803 agency or body, other than the consumer, controller or processor or an
804 affiliate of the processor or the controller.

805 [(42)] (43) "Trade secret" has the same meaning as provided in section
806 35-51.

807 Sec. 13. Subsection (a) of section 42-518 of the 2026 supplement to the
808 general statutes, as amended by section 8 of public act 25-113, is
809 repealed and the following is substituted in lieu thereof (*Effective October*
810 *1, 2026*):

811 (a) A consumer shall have the right to: (1) Confirm whether or not a
812 controller is processing the consumer's personal data and access such
813 personal data, including, but not limited to, any inferences about the
814 consumer derived from such personal data and whether a controller or
815 processor is processing a consumer's personal data for the purposes of
816 profiling to make a decision that produces any legal or similarly
817 significant effect concerning a consumer, unless such confirmation or
818 access would require the controller to reveal a trade secret or the
819 controller is prohibited from disclosing such personal data under
820 subsection (e) of this section; (2) correct inaccuracies in the consumer's
821 personal data, taking into account the nature of the personal data and
822 the purposes of the processing of the consumer's personal data; (3)
823 delete (A) personal data provided by, or obtained about, the consumer,
824 (B) publicly available information that is (i) collated and combined to
825 create a consumer profile that is made available to a user of a publicly
826 accessible Internet web site for compensation or free of charge, or (ii)
827 made available for sale, or (C) any inference generated from the
828 information described in subparagraph (B) of this subdivision; (4)
829 obtain a copy of the consumer's personal data processed by the

830 controller, in a portable and, to the extent technically feasible, readily
831 usable format that allows the consumer to transmit the data to another
832 controller without hindrance, where the processing is carried out by
833 automated means, provided such controller shall not be required to
834 reveal any trade secret; (5) opt out of the processing of the personal data
835 for purposes of (A) targeted advertising, (B) the sale of personal data,
836 except as provided in subdivision (2) of subsection (a) of section 42-520,
837 as amended by this act, or (C) profiling in furtherance of any automated
838 decision that produces any legal or similarly significant effect
839 concerning the consumer; (6) if the consumer's personal data were
840 processed for the purposes of profiling in furtherance of any automated
841 decision that produced any legal or similarly significant effect
842 concerning the consumer, and if feasible, (A) question the result of such
843 profiling, (B) be informed of the reason that such profiling resulted in
844 such decision, (C) review the consumer's personal data that were
845 processed for the purposes of such profiling, and (D) if the profiling
846 decision concerned housing, taking into account the nature of the
847 personal data and the purposes for which such personal data were
848 processed, [allow the consumer to] correct any incorrect personal data
849 that were processed for the purposes of such profiling and have the
850 profiling decision reevaluated based on the corrected personal data; and
851 (7) obtain from the controller a list of the third parties to which such
852 controller has sold the consumer's personal data or, if such controller
853 does not maintain a list of the third parties to which such controller has
854 sold the consumer's personal data, a list of all third parties to which such
855 controller has sold personal data, provided the controller shall not be
856 required to reveal any trade secret.

857 Sec. 14. Subsection (a) of section 42-520 of the 2026 supplement to the
858 general statutes, as amended by section 9 of public act 25-113, is
859 repealed and the following is substituted in lieu thereof (*Effective October*
860 *1, 2026*):

861 (a) (1) A controller shall: (A) Limit the collection of personal data to
862 what is reasonably necessary and proportionate in relation to the

863 purposes for which such data are processed, as disclosed to the
864 consumer; (B) unless the controller obtains the consumer's consent, not
865 process the consumer's personal data for any [material] new purpose
866 that is neither reasonably necessary to, nor compatible with, the
867 purposes that were disclosed to the consumer, pursuant to
868 subparagraph (A) of this subdivision, taking into account (i) the
869 consumer's reasonable expectation regarding such personal data at the
870 time such personal data were collected based on the purposes that were
871 disclosed to the consumer pursuant to subparagraph (A) of this
872 subdivision, (ii) the relationship that such new purpose bears to the
873 purposes that were disclosed to the consumer pursuant to
874 subparagraph (A) of this subdivision, (iii) the impact that processing
875 such personal data for such new purpose might have on the consumer,
876 (iv) the relationship between the consumer and the controller and the
877 context in which the personal data were collected, and (v) the existence
878 of additional safeguards, including, but not limited to, encryption or
879 pseudonymization, in processing such personal data for such new
880 purpose; (C) establish, implement and maintain reasonable
881 administrative, technical and physical data security practices to protect
882 the confidentiality, integrity and accessibility of personal data
883 appropriate to the volume and nature of the personal data at issue; (D)
884 not process sensitive data concerning a consumer unless such
885 processing is reasonably necessary in relation to the purposes for which
886 such sensitive data are processed and without obtaining the consumer's
887 consent, or, in the case of the processing of sensitive data concerning a
888 consumer who the controller has actual knowledge, or wilfully
889 disregards, is a child, without processing such data in accordance with
890 COPPA; (E) not process personal data in violation of any law of this state
891 that prohibits unlawful discrimination against consumers, and any
892 evidence, or lack of evidence, concerning proactive anti-bias testing or
893 any similar proactive effort to avoid processing such data in violation of
894 such law, including, but not limited to, any evidence or lack of evidence
895 concerning the quality, efficacy, recency and scope of any such testing
896 or effort, the results of such testing or effort and the response to the
897 results of such testing or effort, shall be relevant to any claim available

898 for a violation of such law and any defense available thereto; (F) not
899 process personal data in violation of any federal law that prohibits
900 unlawful discrimination against consumers; (G) provide an effective
901 mechanism for a consumer to revoke the consumer's consent under this
902 section that is at least as easy as the mechanism by which the consumer
903 provided the consumer's consent and, upon revocation of such consent,
904 cease to process the data as soon as practicable, but not later than fifteen
905 days after the receipt of such request; (H) not sell the sensitive data of a
906 consumer without the consumer's consent; and (I) not process the
907 personal data of a consumer for purposes of targeted advertising, or sell
908 the consumer's personal data, under circumstances where a controller
909 has actual knowledge, or wilfully disregards, that the consumer is at
910 least thirteen years of age but younger than eighteen years of age. A
911 controller shall not discriminate against a consumer for exercising any
912 of the consumer rights contained in sections 42-515 to 42-525, inclusive,
913 as amended by this act, including denying goods or services, charging
914 different prices or rates for goods or services or providing a different
915 level of quality of goods or services to the consumer.

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

924 (3) (A) No controller shall sell any consumer's precise geolocation
925 data.

926 (B) The provisions of subparagraph (A) of this subdivision shall not
927 be construed to apply to the content of communications or any data
928 generated by or connected to advanced utility metering infrastructure
929 systems or equipment for use by a utility.

930 Sec. 15. Subsection (a) of section 42-521 of the 2026 supplement to the
931 general statutes, as amended by section 10 of public act 25-113, is
932 repealed and the following is substituted in lieu thereof (*Effective October*
933 *1, 2026*):

934 (a) (1) A processor shall adhere to the instructions of a controller and
935 shall assist the controller in meeting the controller's obligations under
936 sections 42-515 to 42-525, inclusive, as amended by this act. Such
937 assistance shall include: [(1)] (A) Taking into account the nature of
938 processing and insofar as is possible, to fulfill the controller's obligation
939 to respond to consumers' requests to exercise their rights under section
940 42-518, as amended by this act; [(2)] (B) taking into account the nature
941 of processing and the information available to the processor, by
942 assisting the controller in meeting the controller's obligations in relation
943 to the security of processing the personal data and in relation to the
944 notification of a breach of security, as defined in section 36a-701b, of the
945 system of the processor, in order to meet the controller's obligations; and
946 [(3)] (C) providing necessary information to enable the controller to
947 conduct and document data protection assessments and impact
948 assessments.

949 (2) (A) No third party shall sell any consumer's precise geolocation
950 data.

951 (B) The provisions of subparagraph (A) of this subdivision shall not
952 be construed to apply to the content of communications or any data
953 generated by or connected to advanced utility metering infrastructure
954 systems or equipment for use by a utility.

955 Sec. 16. Subsection (a) of section 42-524 of the 2026 supplement to the
956 general statutes, as amended by section 12 of public act 25-113, is
957 repealed and the following is substituted in lieu thereof (*Effective October*
958 *1, 2026*):

959 (a) (1) Nothing in sections 42-515 to 42-526, inclusive, as amended by
960 this act, shall be construed to restrict a controller's, processor's or

961 consumer health data controller's ability to: [(1)] (A) Comply with
962 federal, state or municipal ordinances or regulations; [(2)] (B) comply
963 with a civil, criminal or regulatory inquiry, investigation, subpoena or
964 summons by federal, state, municipal or other governmental
965 authorities; [(3)] (C) cooperate with law enforcement agencies
966 concerning conduct or activity that the controller, processor or
967 consumer health data controller reasonably and in good faith believes
968 may violate federal, state or municipal ordinances or regulations; [(4)]
969 (D) investigate, establish, exercise, prepare for or defend legal claims;
970 [(5)] (E) provide a product or service specifically requested by a
971 consumer; [(6)] (F) perform [under] pursuant to a contract to which a
972 consumer is a party, including fulfilling the terms of a written warranty;
973 [(7)] (G) take steps at the request of a consumer prior to entering into a
974 contract; [(8)] (H) take immediate steps to protect an interest that is
975 essential for the life or physical safety of the consumer or another
976 individual, and where the processing cannot be manifestly based on
977 another legal basis; [(9)] (I) prevent, detect, protect against or respond to
978 security incidents, identity theft, fraud, harassment, malicious or
979 deceptive activities or any illegal activity, preserve the integrity or
980 security of systems or investigate, report or prosecute those responsible
981 for any such action; [(10)] (J) engage in public or peer-reviewed scientific
982 or statistical research in the public interest that adheres to all other
983 applicable ethics and privacy laws and is approved, monitored and
984 governed by an institutional review board that determines, or similar
985 independent oversight entities that determine, [(A)] (i) whether the
986 deletion of the information is likely to provide substantial benefits that
987 do not exclusively accrue to the controller or consumer health data
988 controller, [(B)] (ii) the expected benefits of the research outweigh the
989 privacy risks, and [(C)] (iii) whether the controller or consumer health
990 data controller has implemented reasonable safeguards to mitigate
991 privacy risks associated with research, including any risks associated
992 with re-identification; [(11)] (K) assist another controller, processor,
993 consumer health data controller or third party with any of the
994 obligations under sections 42-515 to 42-526, inclusive, as amended by
995 this act; or [(12)] (L) process personal data for reasons of public interest

996 in the area of public health, community health or population health, but
997 solely to the extent that such processing is [(A)] (i) subject to suitable
998 and specific measures to safeguard the rights of the consumer whose
999 personal data are being processed, and [(B)] (ii) under the responsibility
1000 of a professional subject to confidentiality obligations under federal,
1001 state or local law.

1002 (2) (A) A controller or consumer health data controller that uses any
1003 facial recognition technology on its premises to prevent, detect, protect
1004 against or respond to security incidents, identity theft, fraud,
1005 harassment, malicious or deceptive activities or any illegal activity,
1006 preserve the integrity or security of systems or investigate, report or
1007 prosecute those responsible for any such action shall: (i) Exclusively use
1008 such facial recognition technology to match still images or video to a
1009 database maintained exclusively by such controller or consumer health
1010 data controller; and (ii) post clearly legible signage at each entrance to
1011 the premises where the facial recognition technology described in
1012 subparagraph (A)(i) of this subdivision is in use, other than an entrance
1013 to an area where access is restricted to authorized employees, (I) alerting
1014 consumers entering such premises that facial recognition technology is
1015 in use at such premises, and (II) that includes a conspicuous hyperlink
1016 or quick response code that directs consumers to the facial recognition
1017 technology policy maintained by such controller or consumer health
1018 data controller.

1019 (B) Each facial recognition technology policy maintained pursuant to
1020 subparagraph (A)(ii)(II) of this subdivision: (i) Shall include contact
1021 information for the office of the Attorney General; and (ii) may disclose
1022 the controller's or consumer health data controller's policies concerning
1023 interactions between such controller's or consumer health data
1024 controller's loss prevention officers and consumers.

1025 Sec. 17. (NEW) (*Effective October 1, 2026*) As used in this section and
1026 sections 18 and 19 of this act:

1027 (1) "Biological sample" (A) means any material that is derived from

1028 the human body and known to contain DNA, and (B) includes, but is
1029 not limited to, any human tissue, blood, urine or saliva;

1030 (2) "Consumer" means any individual who is physically present in
1031 this state and a recipient, or a prospective recipient, of genetic testing;

1032 (3) "De-identified data" means any data that cannot reasonably be
1033 used to infer information about, or otherwise be linked to, an identified
1034 or identifiable individual if the direct-to-consumer genetic testing
1035 company that possesses such data (A) takes administrative and
1036 technical measures to ensure that such data cannot be associated with
1037 an individual, (B) publicly commits to possess and use such data
1038 exclusively in de-identified form and not to attempt to reidentify such
1039 data, and (C) contractually obligates any recipient of such data to satisfy
1040 the criteria set forth in subparagraphs (A) and (B) of this subdivision;

1041 (4) "Direct-to-consumer genetic testing company" or "company" (A)
1042 means any person doing business in this state who, in the ordinary
1043 course of such business, (i) offers genetic testing directly to a consumer,
1044 or (ii) collects, uses or analyzes genetic data that a consumer has
1045 provided to such person, and (B) does not include any individual who
1046 (i) is licensed by this state to provide health care services, and (ii) while
1047 acting within the scope of such individual's practice, orders genetic
1048 testing for a medical purpose;

1049 (5) "DNA" means deoxyribonucleic acid;

1050 (6) "Express consent" means an affirmative response by a consumer
1051 to a clear, meaningful and prominent notice regarding the collection,
1052 use, retention or disclosure of the consumer's genetic data for a specific
1053 purpose;

1054 (7) "Genetic data" (A) means any data, regardless of format,
1055 concerning an individual's genetic characteristics, (B) includes, but is
1056 not limited to, (i) any raw sequence data that result from sequencing all,
1057 or any portion of, an individual's DNA, (ii) any genotypic or phenotypic
1058 information that is obtained by analyzing an individual's raw sequence

1059 data, and (iii) any information that (I) concerns a condition affecting an
1060 individual's health, (II) the individual reports to a direct-to-consumer
1061 genetic testing company, and (III) the direct-to-consumer genetic testing
1062 company analyzes in connection with the individual's raw sequence
1063 data and uses for scientific research or product development, and (C)
1064 does not include de-identified data;

1065 (8) "Genetic testing" means (A) any laboratory test performed on an
1066 individual's complete DNA sequence, or one or more of an individual's
1067 DNA regions, chromosomes, genes or gene products, for purposes of
1068 determining the presence or absence of any genetic characteristic, and
1069 (B) any interpretation of an individual's genetic data; and

1070 (9) "Person" means any individual, association, corporation, limited
1071 liability company, partnership, trust or other legal entity.

1072 Sec. 18. (NEW) (*Effective October 1, 2026*) A consumer shall have a
1073 property right in, and shall retain the right to exercise exclusive control
1074 over, any biological sample that is derived from the consumer's body
1075 and provided to, or used by, a direct-to-consumer genetic testing
1076 company, as well as the results of any genetic testing conducted on the
1077 consumer's DNA by a direct-to-consumer genetic testing company.
1078 Such right to exercise exclusive control includes, but is not limited to,
1079 the right to exercise exclusive control over the collection, use, retention,
1080 maintenance, disclosure or destruction of such biological sample and
1081 results.

1082 Sec. 19. (NEW) (*Effective October 1, 2026*) (a) A direct-to-consumer
1083 genetic testing company shall:

1084 (1) At all times transact its business and conduct its affairs in a
1085 manner that is consistent with a consumer's rights under section 18 of
1086 this act;

1087 (2) Prior to accepting any biological sample, genetic data or payment
1088 from a consumer, disclose to the consumer the company's policies and
1089 procedures concerning the collection, use and disclosure of genetic data;

1090 (3) Display, in a prominent and publicly accessible location on the
1091 company's Internet web site, a privacy notice disclosing such company's
1092 policies and procedures concerning the collection, use, access,
1093 disclosure, transfer, security, retention and deletion of a consumer's
1094 data and the consumer's consent thereto;

1095 (4) Prior to collecting, using or disclosing a consumer's genetic data,
1096 obtain the consumer's express consent for such collection, use or
1097 disclosure after disclosing to such consumer (A) the company's policies
1098 and procedures concerning use of the genetic data such company
1099 collects from consumers, (B) the identity of each person who may access
1100 the results of genetic testing performed by the company, including, but
1101 not limited to, any vendor or service provider for such company who
1102 may access such results, and (C) the manner in which the company may
1103 disclose such consumer's genetic data;

1104 (5) In addition to the express consent required under subdivision (4)
1105 of this subsection, separately obtain a consumer's express consent to (A)
1106 disclose or transfer the consumer's genetic data to any person other than
1107 a vendor or service provider for the company, prior to disclosing or
1108 transferring such genetic data to such person, (B) use the consumer's
1109 genetic data for any purpose other than the primary purpose for which
1110 the company offered genetic testing directly to such consumer, prior to
1111 using such genetic data for such other purpose, or (C) retain the
1112 consumer's biological sample for any period following completion of
1113 the genetic testing for which such consumer provided such biological
1114 sample, prior to retaining such biological sample for such period;

1115 (6) Obtain informed consent from a consumer in accordance with the
1116 federal policy for the protection of human subjects under 45 CFR 46, as
1117 amended from time to time, for any disclosure or transfer of the
1118 consumer's genetic data to a third party for research purposes or
1119 research conducted under the control of the company for purposes of
1120 publication or generalizable knowledge;

1121 (7) Not disclose the results of any genetic testing performed on a

1122 consumer's DNA to any person other than the consumer, unless (A) the
1123 company has obtained such consumer's express consent to such
1124 disclosure, or (B) such disclosure is made to a person acting pursuant to
1125 a court order, warrant or subpoena;

1126 (8) Not disclose a consumer's genetic data to (A) the consumer's
1127 employer, (B) any person who, in the ordinary course of business, (i)
1128 offers health insurance, life insurance or long-term care insurance
1129 coverage in this state or any other state, or (ii) provides information or
1130 data to any insurer, as defined in section 38a-1 of the general statutes,
1131 health care center, as defined in section 38a-175 of the general statutes,
1132 or fraternal benefit society, as described in section 38a-595 of the general
1133 statutes, for purposes of underwriting or rating of risks, or (C) any third
1134 party which the company knows, or reasonably should know, intends
1135 to use such genetic data for purposes of marketing, including, but not
1136 limited to, targeted advertising;

1137 (9) Implement reasonable security measures to protect a consumer's
1138 biological sample or genetic data from any unauthorized access,
1139 destruction, use, modification or disclosure; and

1140 (10) Implement a process for a consumer to (A) access the consumer's
1141 genetic data from the company, (B) require the company to delete the
1142 consumer's genetic data, (C) require the company to destroy, and
1143 confirm that such company has destroyed, the consumer's biological
1144 sample, and (D) revoke the consumer's consent for (i) the company to
1145 use such consumer's genetic data for research purposes, or (ii) any third
1146 party to which the company has provided such consumer's genetic data
1147 to use such genetic data for research purposes.

1148 (b) Any violation of subsection (a) of this section shall be deemed an
1149 unfair or deceptive trade practice under subsection (a) of section 42-110b
1150 of the general statutes and shall be enforced solely by the Attorney
1151 General. Nothing in this section shall be construed to create a private
1152 right of action or to provide grounds for an action under section 42-110g
1153 of the general statutes.

- 1154 Sec. 20. (NEW) (*Effective October 1, 2026*) (a) As used in this section:
- 1155 (1) "Cable operator" has the same meaning as provided in 47 USC 522,
1156 as amended from time to time;
- 1157 (2) "Commercial advertisement" has the same meaning as such term
1158 is used in the Commercial Advertisement Loudness Mitigation Act, P.L.
1159 111-311, as amended from time to time;
- 1160 (3) "Consumer" means any person who is physically present in this
1161 state and is a recipient, or a prospective recipient, of a streaming video
1162 service;
- 1163 (4) "Multichannel video programming distributor" has the same
1164 meaning as provided in 47 USC 522, as amended from time to time;
- 1165 (5) "Person" means any individual, association, corporation, limited
1166 liability company, partnership, trust or other legal entity;
- 1167 (6) "Streaming video service" means any service through which any
1168 video content, including, but not limited to, any video programming, is
1169 made available directly to consumers through a distribution method
1170 that uses the Internet protocol;
- 1171 (7) "Television broadcast station" has the same meaning as provided
1172 in 47 USC 325, as amended from time to time; and
- 1173 (8) "Video programming" has the same meaning as provided in 47
1174 USC 613, as amended from time to time.
- 1175 (b) On and after July 1, 2027, a streaming video service shall not
1176 transmit to a consumer the audio of a commercial advertisement at a
1177 volume that is louder than the volume of the video content that
1178 accompanies the commercial advertisement, consistent with the
1179 regulations adopted by the Federal Communications Commission
1180 pursuant to the Commercial Advertisement Loudness Mitigation Act,
1181 P.L. 111-311, for television broadcast stations, cable operators and other
1182 multichannel video programming distributors.

1183 (c) Any violation of the provisions of subsection (b) of this section
 1184 shall constitute an unfair trade practice for the purposes of subsection
 1185 (a) of section 42-110b of the general statutes and shall be enforced solely
 1186 by the Attorney General. The provisions of section 42-110g of the
 1187 general statutes shall not apply to any such violation. Nothing in this
 1188 section shall be construed as providing the basis for a private right of
 1189 action for any violation of subsection (b) of this section."

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>	42-518(a)
Sec. 14	<i>October 1, 2026</i>	42-520(a)
Sec. 15	<i>October 1, 2026</i>	42-521(a)
Sec. 16	<i>October 1, 2026</i>	42-524(a)
Sec. 17	<i>October 1, 2026</i>	New section
Sec. 18	<i>October 1, 2026</i>	New section
Sec. 19	<i>October 1, 2026</i>	New section
Sec. 20	<i>October 1, 2026</i>	New section