

Department of Planning and Budget
2025 General Assembly Session
State Fiscal Impact Statement

PUBLISHED: 1/15/2025 3:46 PM

ORIGINAL

Bill Number: SB769

Patron: McDougle

Bill Title: Consumer Data Protection Act; controller privacy notice, consumer consent.

Bill Summary: Requires the privacy notice that a controller must provide to consumers to include a method by which a consumer may opt out of the automatic placement of a data file, commonly referred to as a "cookie," on the consumer's computer or web browser and a disclosure of the purposes for which the data files are used. The bill prohibits controllers from using cookies, except those that are strictly necessary, without the prior express consent of the consumer and prohibits controllers from preventing access to their services if such consent is not granted. The bill also requires controllers to document and store proof of such consent and make available an easily accessible method by which consumers may withdraw such consent.

Budget Amendment Necessary: No.

Items Impacted: N/A

Explanation: This legislation does not generate a fiscal impact.

Fiscal Summary: The Office of the Attorney General and Department of Law indicates this bill presents no fiscal impact.

Fiscal Analysis: The Office of the Attorney General and Department of Law indicates this bill presents no fiscal impact.

Other: None.