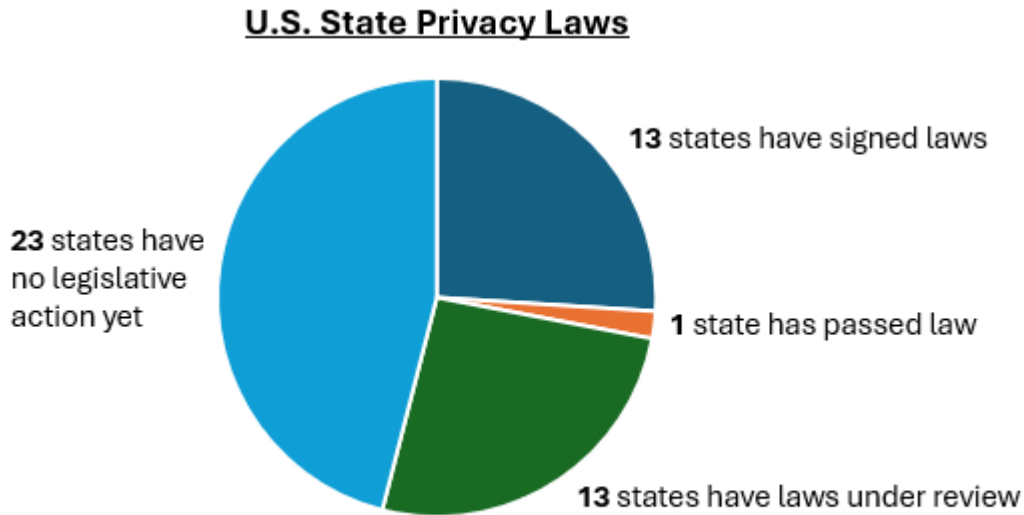


It's Not All GDPR – U.S. Data Privacy Update

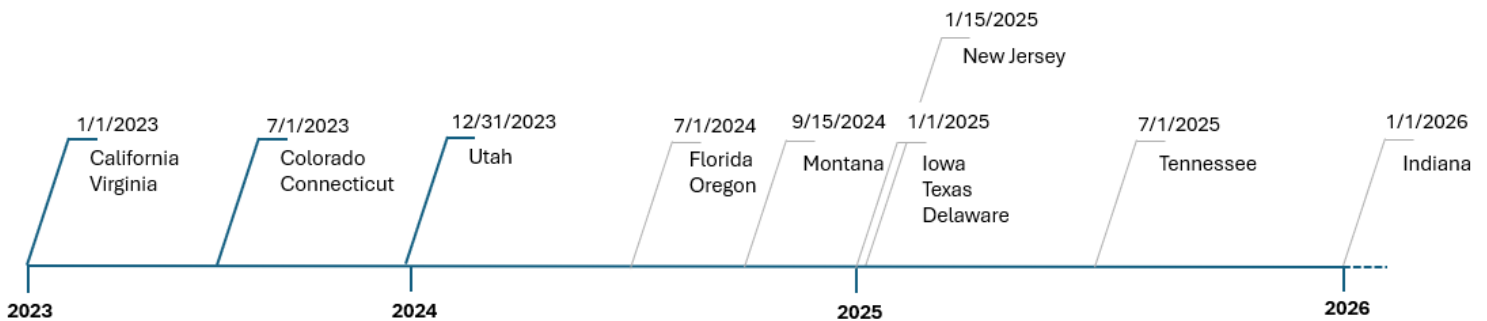
Savvy business owners and executives know data privacy is critical to operating a business in today's digital world. Although GDPR and California's CPRA data privacy laws receive a lot of attention, they are not the only ones that may apply to your business.

There is no comprehensive U.S. federal data privacy law and none on the horizon. Therefore, each state has the authority to set its own laws regarding how personal data of consumers in that state is handled and protected. As of January 2024, just over half the states have some form of law passed, in effect, or legislation pending:



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Of these, 5 states have privacy laws that are currently enforceable, with another 9 states' laws becoming effective in the coming years:



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Companies that do business or have customers or employees in any of these states may be required to comply with each state's laws, *even if you are not located there*.

Each of these laws affords consumers certain rights and imposes certain obligations on businesses regarding consumers' personal data, which vary from state to state.

Please reach out to Jessica Mozingo (jmozingo@metzlewis.com), Barry Friedman (bfriedman@metzlewis.com) or Matt Borges (mborges@metzlewis.com) if you have questions, would like assistance assessing your company's compliance obligations or preparing for upcoming laws.