

S29 • Massachusetts

To establish the Massachusetts Data Privacy Act

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2026 | Last Action (May 12, 2025): Accompanied a new draft, see S2516

Summary

The Massachusetts Data Privacy Act aims to establish comprehensive data privacy protections for residents, addressing technology and cybersecurity.

Business Impact

If you operate a business that collects personal data in Massachusetts, you must comply with new privacy regulations by 2026 or face penalties.

Key Provisions

- Establishes requirements for data collection and user consent.
- Mandates transparency in data usage and sharing practices.
- Imposes penalties for non-compliance with privacy standards.
- Defines personal data and the responsibilities of data handlers.
- Requires businesses to implement data protection measures.
- Allows consumers to access and delete their personal data.

Compliance Checklist

- Implement data privacy policies and procedures | Who: All businesses handling personal data in Massachusetts | Penalty: Fines for non-compliance
- Ensure transparency in data collection practices | Who: Businesses collecting personal data | Penalty: Fines for non-compliance

Industries Affected

Technology

Retail

Healthcare

Finance

E-commerce

Consumer
Protection

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
Cynthia Stone Creem	Democratic	Primary
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Related Bills

- S45 (MA)
- H104 (MA)
- S2516 (MA)
- S2619 (MA)
- H78 (MA)

Official Source

<https://malegislature.gov/Bills/194/S29>

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