

HB359 • Delaware

An Act To Amend Title 6 Of The Delaware Code Relating To Personal Data Privacy And Consumer Protection.

Introduced

Risk: Medium

Amendment

Effective: Jan 01, 2025 | Last Action (May 02, 2024): Adopted in lieu of the original bill HB 359, and Assigned to Economic Development/Banking/Insurance & Commerce Committee in House

Summary

This bill amends the Delaware Personal Data Privacy Act to limit its applicability to state government entities regarding consumer rights in personal data processing.

Business Impact

If you process personal data for targeted advertising in Delaware, you must allow consumers to opt out by January 1, 2025, or face enforcement actions.

Key Provisions

- Limits state government applicability of the Personal Data Privacy Act to consumer rights enforcement.
- Allows consumers to opt out of personal data processing for targeted advertising.
- Effective date set for January 1, 2025.

Compliance Checklist

- Implement a mechanism for consumers to opt out of personal data processing. | Who: Businesses processing personal data for targeted advertising. | Penalty: Potential enforcement actions by the state.

Industries Affected

Data Management

Data Processing

Technology

Advertising

Consumer Protection

Government

Topics

Automated Decision-Making

Bill Sponsors

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Official Source

<https://legis.delaware.gov/BillDetail?LegislationId=141272>

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