

HB15 • Kentucky

AN ACT relating to consumer data privacy and making an appropriation therefor.

Passed Both Chambers

Risk: Medium

Comprehensive

Effective: Jan 01, 2026 | Last Action (Apr 04, 2024): signed by Governor (Acts Ch. 72)

Summary

The bill establishes consumer rights regarding personal data, including access, correction, deletion, and opting out of data sales.

Business Impact

If you process consumer data in Kentucky, you must ensure compliance with consumer rights by January 1, 2026, or face enforcement actions.

Key Provisions

- Establishes consumer rights regarding personal data processing.
- Allows consumers to confirm, correct, delete, and obtain copies of their data.
- Enables consumers to opt out of targeted advertising and data sales.
- Designates the Attorney General as the exclusive enforcer of consumer data rights.
- Creates a consumer privacy fund administered by the Attorney General's office.
- Exempts certain entities from the provisions of the Act.

Compliance Checklist

- Implement processes to confirm data processing and allow consumer access to their data. | Who: Businesses processing consumer data. | Penalty: Enforcement actions by the Attorney General.
- Establish mechanisms for consumers to correct inaccuracies and delete their personal data. | Who: Businesses processing consumer data. | Penalty: Enforcement actions by the Attorney General.

Industries Affected

Technology

E-commerce

Marketing

Data
Processing

Advertising

Consumer
Protection

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
J. Blanton		Primary
D. Bentley		Primary
R. Brenda		Primary
C. Fugate		Primary
R. Goforth		Primary
D. Hale		Primary
C. Howard		Primary
R. Palumbo		Primary
P. Pratt		Primary
M. Prunty		Primary
S. Riley		Primary
R. Rothenburger		Primary

Amendments

- House Floor Amendment — 0000-00-00 (Not Adopted)
- Senate Floor Amendment — 0000-00-00 (Not Adopted)
- Senate Floor Amendment — 0000-00-00 (Not Adopted)

Related Bills

- SB15 (KY)

Official Source

<https://apps.legislature.ky.gov/record/24RS/hb15.html>

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