

SB15 • Kentucky

AN ACT relating to consumer data privacy.

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2024 | Last Action (Jan 18, 2022): to Economic Development, Tourism, & Labor (S)

Summary

This bill creates consumer rights regarding personal data, including rights to access, delete, and opt out of data processing and sales, and establishes a consumer privacy fund.

Business Impact

If you handle consumer data in Kentucky, you must implement an appeal process for data requests by January 1, 2024, or face enforcement actions.

Key Provisions

- Consumers have the right to confirm if their data is being processed.
- Consumers can request deletion of their personal data.
- Consumers can obtain copies of their previously provided data.
- Consumers can opt out of targeted advertising and data sales.
- Data controllers must establish an appeal process for data requests.
- Data protection impact assessments are required for data controllers.
- A consumer privacy fund is established in the state treasury.

Compliance Checklist

- Establish an appeal process for consumer data requests | Who: Data controllers | Penalty: Enforcement actions by the Attorney General
- Conduct data protection impact assessments | Who: Data controllers | Penalty: Enforcement actions by the Attorney General

Industries Affected

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
J. Adams		Primary
R. Girdler		Primary
J. Schickel		Primary
M. Wilson		Primary
C. McDaniel		Primary
D. Thayer		Primary
W. Westerfield		Primary
R. Stivers		Primary
M. McGarvey		Primary
D. Yates		Primary
R. Alvarado		Primary
M. Deneen		Primary

Related Bills

- HB15 (KY)

Official Source

<https://apps.legislature.ky.gov/record/22RS/sb15.html>

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