

SB00004 • Connecticut

An Act Concerning Consumer Privacy And Protection.

Passed Both Chambers

Risk: High

Comprehensive

Last Action (May 15, 2026): Transmitted by Secretary of the State to Governor

Summary

This bill enhances consumer privacy by regulating data brokers, prohibiting the sale of precise geolocation data, requiring disclosures on algorithmic pricing, and requiring manufacturers to affix tariff cost estimates to new automobiles.

Business Impact

If you operate with data brokers or use facial recognition technology in Connecticut, you must comply with new privacy regulations or face penalties.

Key Provisions

- Registration requirement for data brokers
- Establishment of an accessible consumer data deletion mechanism program
- Mandatory disclosures for personalized algorithmic pricing
- Definition and new requirements for facial recognition technology
- Prohibition on the sale of precise geolocation data
- Amendments to the Connecticut Data Privacy Act
- Requirement for manufacturers to affix tariff cost estimates to new automobiles
- Restrictions on automated license plate reader information in state and municipal contracts

Compliance Checklist

- Register as a data broker | Who: Data brokers operating in Connecticut | Penalty: Fines for non-compliance
- Implement a consumer data deletion mechanism | Who: Businesses using consumer data | Penalty: Fines for non-compliance
- Disclose algorithmic pricing practices | Who: Manufacturers and retailers using algorithmic pricing | Penalty: Fines for non-compliance

Industries Affected

Employment

Law Enforcement

Government

Technology

Consumer
Protection

Topics

AI in Employment

AI Transparency

AI Privacy

Algorithmic Pricing

Facial Recognition

Bill Sponsors

Name	Party	Role
General Law Committee		Sponsor
Martin Looney	D	Sponsor
Robert Duff	D	Sponsor
Saud Anwar	D	Sponsor
Jorge Cabrera	D	Sponsor
Christine Cohen	D	Sponsor
Mae Flexer	D	Sponsor
Sujata Gadkar-Wilcox	D	Sponsor
Herron Gaston	D	Sponsor
Joan Hartley	D	Sponsor
Jan Hochadel	D	Sponsor
Paul Honig	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-05-04	House Roll Call Vote 205 AS AMENDED	141	6	Passed
2026-04-23	Senate Roll Call Vote 144	31	4	Passed
2026-04-17	APP Vote Tally Sheet (Joint Favorable)	40	13	Passed
2026-04-10	JUD Vote Tally Sheet (Joint Favorable)	31	9	Passed
2026-03-16	GL Vote Tally Sheet (Joint Favorable Substitute)	16	5	Passed

Amendments

- Senate LCO Amendment #4076 (D) — 2026-04-14 (Not Adopted)
- Senate LCO Amendment #4531 (D) — 2026-04-22 (Not Adopted)
- Senate Schedule A LCO# 4531 (D) — 2026-04-22 (Not Adopted)

Official Source

https://www.cga.ct.gov/asp/cgabillstatus/cgabillstatus.asp?selBillType=Bill&bill;_num=SB00004&which;_year=2026

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