

# HB692 • Kentucky

AN ACT relating to data privacy.

Passed Both Chambers

Risk: Medium

Amendment

Effective: Jul 01, 2027 | Last Action (Apr 13, 2026): signed by Governor

## Summary

HB692 amends the Kentucky Consumer Data Protection Act to define 'automatic content recognition' and 'smart monitor', including related data as 'sensitive data'.

## Business Impact

If you operate smart monitors in Kentucky, you must classify related data as sensitive by January 1, 2024, or face penalties.

## Key Provisions

- Defines 'automatic content recognition' and 'smart monitor'.
- Includes automatic content recognition data in the definition of 'sensitive data'.
- Amends KRS 367.3611 related to the Kentucky Consumer Data Protection Act.
- Effective date set for July 1, 2027.

## Compliance Checklist

- Review and update data handling practices to include new definitions. | Who: Businesses utilizing automatic content recognition technologies. | Penalty: Potential penalties for non-compliance (specifics not detailed).

## Industries Affected

Media

Advertising

Technology

Consumer Protection

## Bill Sponsors

Name	Party	Role
C. Massey		Primary
K. Moser		Primary
J. Branscum		Primary
S. Bratcher		Primary
W. Lawrence		Primary

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-13	Pass	92	0	Passed

## Official Source

<https://apps.legislature.ky.gov/record/26RS/hb692.html>

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