

HB5221 • Illinois

CONSUMER DATA PRIVACY ACT

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (Mar 27, 2026): Rule 19(a) / Re-referred to Rules Committee

Summary

The Consumer Data Privacy Act establishes consumer rights regarding personal data, preempts home rule, and amends the Freedom of Information Act for conformity.

Business Impact

If you process personal data in Illinois, you must allow consumers to opt out of data processing for targeted advertising by January 1, 2027, or face civil penalties.

Key Provisions

- Establishes consumer rights to opt out of targeted advertising and profiling.
- Defines responsibilities for data controllers and processors.
- Provides for civil penalties for non-compliance.
- Preempts home rule regarding data privacy regulations.
- Sets requirements for small businesses regarding data processing.
- Amends the Freedom of Information Act for conformity.

Compliance Checklist

- Allow consumers to opt out of targeted advertising and profiling. | Who: Businesses processing personal data in Illinois. | Penalty: Civil penalties for non-compliance.
- Conduct data privacy and protection assessments. | Who: Data controllers and processors. | Penalty: Civil penalties for non-compliance.

Industries Affected

E-commerce

Healthcare

Consumer Protection

Retail

Technology

Marketing

Topics

Automated Decision-Making

Bill Sponsors

Name	Party	Role
Edgar Gonzalez	D	Sponsor

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=5221&GAID;=18&DocTypeID;=HB&SessionID;=114&GA;=104>

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