

HB5221 • Illinois

CONSUMER DATA PRIVACY ACT

Unknown

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 processing, including opt-out provisions for targeted advertising and data sales, effective January 1, 2027.

Business Impact

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

Key Provisions

- Establishes consumer rights to opt out of targeted advertising and data sales.
- Defines responsibilities for data controllers regarding personal data processing.
- Imposes civil penalties for non-compliance with consumer data rights.
- Requires data privacy assessments for businesses handling personal data.
- Sets specific requirements for small businesses regarding data processing.
- Preempts home rule, ensuring uniformity in data privacy regulations across Illinois.
- Amends the Freedom of Information Act.

Compliance Checklist

- Allow consumers to opt out of targeted advertising and data sales | Who: Data controllers and processors | Penalty: Civil penalties for non-compliance
- Conduct data privacy assessments | Who: Businesses handling personal data | Penalty: Civil penalties for non-compliance

Industries Affected

Topics

Automated Decision-Making

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