

SB3180 • Illinois

AI DATA PRIVACY ACT

Unknown

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (Mar 27, 2026): Rule 2-10 Committee Deadline Established As April 24, 2026

Summary

The AI Data Privacy Act limits indefinite retention of user data for AI training and allows private legal action for violations.

Business Impact

If you deploy AI using user data in Illinois, you must ensure compliance with data retention rules by January 1, 2027, or face legal action.

Key Provisions

- Limits indefinite retention of user data for AI training without meeting specified conditions.
- Establishes a private right of action for individuals affected by violations.
- Classifies violations as unlawful practices under the Consumer Fraud and Deceptive Business Practices Act.
- Amends existing consumer protection laws to incorporate AI data privacy provisions.
- Effective date set for January 1, 2027.

Compliance Checklist

- Ensure compliance with data retention rules for AI training. | Who: Deployers of AI systems. | Penalty: Legal action for violations.
- Review and update data handling practices to align with the Act. | Who: Businesses using AI with user data. | Penalty: Potential lawsuits and penalties under consumer protection laws.

Industries Affected

Technology

Data Services

Topics

Comprehensive AI

AI Privacy

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