

# HB5522 • Connecticut

## An Act Prohibiting Retailers From Using Facial Recognition Software For Marketing Purposes.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 12, 2017): Referred to Joint Committee on General Law

### Summary

This bill prohibits retailers in Connecticut from using facial recognition software for marketing purposes.

### Business Impact

If you operate a retail business in Connecticut, you must stop using facial recognition software for marketing or face potential penalties.

### Key Provisions

- Prohibits retailers from using facial recognition software for marketing purposes.
- Amends existing general statutes to include this prohibition.

### Compliance Checklist

- Cease use of facial recognition software for marketing | Who: Retailers operating in Connecticut | Penalty: Potential legal challenges or reputational damage

### Industries Affected

Law Enforcement

Retail

Technology

### Topics

Facial Recognition

## Bill Sponsors

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Name	Party	Role
Tami Zawistowski	R	Sponsor

## Related Bills

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- HB05333 (CT)

## Official Source

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[https://www.cga.ct.gov/asp/cgabilstatus/cgabilstatus.asp?selBillType=Bill&bill;\\_num=HB05522&which;\\_year=2017](https://www.cga.ct.gov/asp/cgabilstatus/cgabilstatus.asp?selBillType=Bill&bill;_num=HB05522&which;_year=2017)

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