

HB2463 • Hawaii

Relating To Consumer Privacy.

Introduced

Risk: High

Comprehensive

Last Action (Feb 03, 2026): Re-referred to ECD, CPC/JHA, FIN, referral sheet 7

Summary

The Hawaii Drop and Delete Act limits data brokers' collection and sale of consumer information and establishes a deletion mechanism for consumers, including a private right of action.

Business Impact

If you operate as a data broker in Hawaii, you must register annually and comply with deletion requests or face administrative fines.

Key Provisions

- Data brokers must register annually with the Department of Commerce and Consumer Affairs.
- Consumers can request the deletion of their personal information from data brokers.
- Penalties for non-compliance include administrative fines and costs.
- Establishes a Consumer Privacy Fund for collected fees and fines.
- The bill includes specific definitions for terms like 'data broker' and 'personal information.'
- Establishes a private right of action for consumers.
- Excludes entities covered by the Fair Credit Reporting Act, Gramm-Leach-Bliley Act, and certain insurance entities.

Compliance Checklist

- Register with the Department of Commerce and Consumer Affairs | Who: Data brokers | Penalty: Administrative fines for each day of non-compliance
- Implement a deletion mechanism for consumer requests | Who: Data brokers | Penalty: Fines for failing to comply with deletion requests

Industries Affected

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
Joe Gedeon	R	Sponsor
David Alcos	R	Sponsor
Della au Belatti	D	Sponsor
Diamond Garcia	R	Sponsor
Lauren Matsumoto	R	Sponsor
Chris Muraoka	R	Sponsor
Elijah Pierick	R	Sponsor
Garner Shimizu	R	Sponsor

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=HB&billnumber;=2463&year;=2026

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