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(Original Signature of Member)

117TH CONGRESS  
2D SESSION

# H. R. 8152

To provide consumers with foundational data privacy rights, create strong oversight mechanisms, and establish meaningful enforcement.

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## IN THE HOUSE OF REPRESENTATIVES

Mr. PALLONE (for himself, Mrs. RODGERS of Washington, Ms. SCHAKOWSKY, and Mr. BILIRAKIS) introduced the following bill; which was referred to the Committee on \_\_\_\_\_

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## A BILL

To provide consumers with foundational data privacy rights, create strong oversight mechanisms, and establish meaningful enforcement.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE; TABLE OF CONTENTS.**

4 (a) **SHORT TITLE.**—This Act may be cited as the  
5 “American Data Privacy and Protection Act”.

6 (b) **TABLE OF CONTENTS.**—The table of contents of  
7 this Act is as follows:

Sec. 1. Short title; table of contents.

Sec. 2. Definitions.

TITLE I—DUTY OF LOYALTY

- Sec. 101. Data minimization.
- Sec. 102. Loyalty duties.
- Sec. 103. Privacy by design.
- Sec. 104. Loyalty to individuals with respect to pricing.

TITLE II—CONSUMER DATA RIGHTS

- Sec. 201. Consumer awareness.
- Sec. 202. Transparency.
- Sec. 203. Individual data ownership and control.
- Sec. 204. Right to consent and object.
- Sec. 205. Data protections for children and minors.
- Sec. 206. Third-party collecting entities.
- Sec. 207. Civil rights and algorithms.
- Sec. 208. Data security and protection of covered data.
- Sec. 209. Small business protections.
- Sec. 210. Unified opt-out mechanisms.

TITLE III—CORPORATE ACCOUNTABILITY

- Sec. 301. Executive responsibility.
- Sec. 302. Service providers and third parties.
- Sec. 303. Technical compliance programs.
- Sec. 304. Commission approved compliance guidelines.
- Sec. 305. Digital content forgeries.

TITLE IV—ENFORCEMENT, APPLICABILITY, AND MISCELLANEOUS

- Sec. 401. Enforcement by the Federal Trade Commission.
- Sec. 402. Enforcement by State Attorneys General.
- Sec. 403. Enforcement by individuals.
- Sec. 404. Relationship to Federal and State laws.
- Sec. 405. Severability.
- Sec. 406. COPPA.
- Sec. 407. Authorization of appropriations.
- Sec. 408. Effective date.

1 **SEC. 2. DEFINITIONS.**

2 In this Act:

3 (1) **AFFIRMATIVE EXPRESS CONSENT.**—

4 (A) **IN GENERAL.**—The term “affirmative  
5 express consent” means an affirmative act by  
6 an individual that clearly communicates the in-  
7 dividual’s freely given, specific, informed, and  
8 unambiguous authorization for an act or prac-

1           tice, in response to a specific request from a  
2           covered entity that meets the requirements of  
3           subparagraph (B).

4           (B) REQUEST REQUIREMENTS.—The re-  
5           quirements of this subparagraph with respect to  
6           a request from a covered entity to an individual  
7           are the following:

8                   (i) The request is provided to the indi-  
9                   vidual in a clear and conspicuous stand-  
10                  alone disclosure made through the primary  
11                  medium used to offer the covered entity’s  
12                  product or service.

13                  (ii) The request includes a description  
14                  of the act or practice for which the individ-  
15                  ual’s consent is sought and—

16                   (I) clearly states the specific cat-  
17                   egories of covered data that the cov-  
18                   ered entity shall collect, process, and  
19                   transfer for each act or practice;

20                   (II) clearly distinguishes between  
21                   any act or practice which is necessary  
22                   to fulfill a request of the individual  
23                   and any act or practice which is for  
24                   another purpose; and

1 (III) includes a prominent head-  
2 ing and is written in easy-to-under-  
3 stand language that would enable a  
4 reasonable individual to identify and  
5 understand the processing purpose for  
6 which consent is sought and the cov-  
7 ered data to be collected, processed, or  
8 transferred by the covered entity for  
9 such processing purpose.

10 (iii) The request clearly explains the  
11 individual's applicable rights related to  
12 consent.

13 (iv) The request shall be made in a  
14 manner readily accessible to and usable by  
15 individuals with disabilities.

16 (v) The request shall be made avail-  
17 able to the public in each language in  
18 which the covered entity provides a product  
19 or service for which authorization is sought  
20 or in which the covered entity carries out  
21 any activity related to any product or serv-  
22 ice for which the covered data of the indi-  
23 vidual may be collected, processed, or  
24 transferred.

1 (C) EXPRESS CONSENT REQUIRED.—A  
2 covered entity shall not infer that an individual  
3 has provided affirmative express consent to an  
4 act or practice from the inaction of the indi-  
5 vidual or the individual’s continued use of a  
6 service or product provided by the covered enti-  
7 ty.

8 (D) PRETEXTUAL CONSENT PROHIB-  
9 ITED.—A covered entity shall not obtain or at-  
10 tempt to obtain the affirmative express consent  
11 of an individual through—

12 (i) the use of any false, fictitious,  
13 fraudulent, or materially misleading state-  
14 ment or representation; or

15 (ii) the design, modification, or ma-  
16 nipulation of any user interface with the  
17 purpose or substantial effect of obscuring,  
18 subverting, or impairing a reasonable indi-  
19 vidual’s autonomy, decision making, or  
20 choice to provide such consent or any cov-  
21 ered data.

22 (2) ALGORITHM.—The term “algorithm” means  
23 a computational process that uses machine learning,  
24 natural language processing, artificial intelligence  
25 techniques, or other computational processing tech-

1       niques of similar or greater complexity that makes  
2       a decision or facilitate human decision-making with  
3       respect to covered data, including to determine the  
4       provision of products or services or to rank, order,  
5       promote, recommend, amplify, or similarly determine  
6       the delivery or display of information to an indi-  
7       vidual.

8               (3) BIOMETRIC INFORMATION.—

9               (A) IN GENERAL.—The term “biometric  
10              information” means any covered data generated  
11              from the technological processing of an individ-  
12              ual’s unique biological, physical, or physiological  
13              characteristics that is linked or reasonably  
14              linkable to an individual including—

- 15                      (i) fingerprints;  
16                      (ii) voice prints;  
17                      (iii) iris or retina scans;  
18                      (iv) facial mapping or hand mapping,  
19                      geometry, or templates; or  
20                      (v) gait or personally identifying phys-  
21                      ical movements.

22               (B) EXCLUSION.—The term “biometric in-  
23              formation” does not include—

- 24                      (i) a digital or physical photograph;  
25                      (ii) an audio or video recording; or

1 (iii) data generated from a digital or  
2 physical photograph, or an audio or video  
3 recording that cannot be used to identify  
4 an individual.

5 (4) COLLECT; COLLECTION.—The terms “col-  
6 lect” and “collection” mean buying, renting, gath-  
7 ering, obtaining, receiving, accessing, or otherwise  
8 acquiring covered data by any means.

9 (5) COMMISSION.—The term “Commission”  
10 means the Federal Trade Commission.

11 (6) COMMON BRANDING.—The term “common  
12 branding” means a name, service mark, or trade-  
13 mark that is shared by 2 or more entities.

14 (7) CONTROL.—The term “control” means,  
15 with respect to an entity—

16 (A) ownership of, or the power to vote,  
17 more than 50 percent of the outstanding shares  
18 of any class of voting security of the entity;

19 (B) control over the election of a majority  
20 of the directors of the entity (or of individuals  
21 exercising similar functions); or

22 (C) the power to exercise a controlling in-  
23 fluence over the management of the entity.

24 (8) COVERED DATA.—

1 (A) IN GENERAL.—The term “covered  
2 data” means information that identifies or is  
3 linked or reasonably linkable, alone or in com-  
4 bination with other information, to an indi-  
5 vidual or a device that identifies or is linked or  
6 reasonably linkable to an individual, and may  
7 include derived data and unique identifiers.

8 (B) EXCLUSIONS.—The term “covered  
9 data” does not include—

- 10 (i) de-identified data;  
11 (ii) employee data;  
12 (iii) publicly available information; or  
13 (iv) inferences made exclusively from  
14 multiple independent sources of publicly  
15 available information that do not reveal  
16 sensitive covered data with respect to an  
17 individual.

18 (C) EMPLOYEE DATA DEFINED.—For pur-  
19 poses of subparagraph (B), the term “employee  
20 data” means—

- 21 (i) information relating to a job appli-  
22 cant collected by a covered entity acting as  
23 a prospective employer of such job appli-  
24 cant in the course of the application, or  
25 hiring process, provided that such informa-



1           tion is collected, processed, or transferred  
2           by the prospective employer solely for pur-  
3           poses related to the employee's status as a  
4           current or former job applicant of such  
5           employer;

6           (ii) the business contact information  
7           of an employee, including the employee's  
8           name, position or title, business telephone  
9           number, business address, or business  
10          email address that is provided to an em-  
11          ployer by an employee who is acting in a  
12          professional capacity, provided that such  
13          information is collected, processed, or  
14          transferred solely for purposes related to  
15          such employee's professional activities;

16          (iii) emergency contact information  
17          collected by an employer that relates to an  
18          employee of that employer, provided that  
19          such information is collected, processed, or  
20          transferred solely for the purpose of having  
21          an emergency contact on file for the em-  
22          ployee; or

23          (iv) information relating to an em-  
24          ployee (or a spouse, dependent, other cov-  
25          ered family member, or beneficiary of such

1 employee) that is necessary for the em-  
2 ployer to collect, process, or transfer solely  
3 for the purpose of administering benefits  
4 to which such employee (or spouse, de-  
5 pendent, other covered family member, or  
6 beneficiary of such employee) is entitled on  
7 the basis of the employee's position with  
8 that employer.

9 (9) COVERED ENTITY.—The term “covered en-  
10 tity”—

11 (A) means any entity or any person, other  
12 than an individual acting in a non-commercial  
13 context, that alone or jointly with others deter-  
14 mines the purposes and means of collecting,  
15 processing, or transferring covered data and—

16 (i) is subject to the Federal Trade  
17 Commission Act (15 U.S.C. 41 et seq.);

18 (ii) is a common carrier subject to the  
19 Communications Act of 1934 (47 U.S.C.  
20 151 et seq) and all Acts amendatory there-  
21 of and supplementary thereto title II of the  
22 Communications Act of 1934 (47 U.S.C.  
23 201–231) as currently enacted or subse-  
24 quently amended; or

1 (iii) is an organization not organized  
2 to carry on business for their own profit or  
3 that of their members; and

4 (B) includes any entity or person that con-  
5 trols, is controlled by, or is under common con-  
6 trol with another covered entity.

7 (C) EXCLUSIONS.—The term “covered en-  
8 tity” does not include—

9 (i) a governmental entity such as a  
10 body, authority, board, bureau, commis-  
11 sion, district, agency, or political subdivi-  
12 sion of the Federal, State, or local govern-  
13 ment;

14 (ii) a person or an entity that is col-  
15 lecting, processing, or transferring covered  
16 data on behalf of or a Federal, State, Trib-  
17 al, territorial, or local government entity.

18 (10) DE-IDENTIFIED DATA.—The term “de-  
19 identified data” means information that does not  
20 identify and is not linked or reasonably linkable to  
21 an individual or an individual’s device, regardless of  
22 whether the information is aggregated, provided that  
23 the covered entity—

24 (A) takes reasonable technical, administra-  
25 tive, and physical measures to ensure that the

1 information cannot, at any point, be used to re-  
2 identify any individual or device;

3 (B) publicly commits in a clear and con-  
4 spicuous manner—

5 (i) to process and transfer the infor-  
6 mation solely in a de-identified form with-  
7 out any reasonable means for re-identifica-  
8 tion; and

9 (ii) to not attempt to re-identify the  
10 information with any individual or device;  
11 and

12 (C) contractually obligates any person or  
13 entity that receives the information from the  
14 covered entity to comply with all of the provi-  
15 sions of this paragraph.

16 (11) DERIVED DATA.—The term “derived data”  
17 means covered data that is created by the derivation  
18 of information, data, assumptions, correlations, in-  
19 ferences, predictions, or conclusions from facts, evi-  
20 dence, or another source of information or data  
21 about an individual or an individual’s device.

22 (12) DEVICE.—The term “device” means any  
23 electronic equipment capable of transmitting or re-  
24 ceiving covered data that is designed for use by one  
25 or more individuals.

1           (13) EMPLOYEE.—The term “employee” means  
2           (regardless of whether such employee is paid, un-  
3           paid, or employed on a temporary basis) an em-  
4           ployee, director, officer, staff member, an individual  
5           working as a contractor, trainee, volunteer, or intern  
6           of an employer.

7           (14) EXECUTIVE AGENCY.—The “Executive  
8           agency” has the meaning set forth in section 105 of  
9           title 5, United States Code.

10          (15) GENETIC INFORMATION.—The term “ge-  
11          netic information” means any covered data, regard-  
12          less of its format, that concerns an individual’s ge-  
13          netic characteristics, including—

14                (A) raw sequence data that results from  
15                the sequencing of an individual’s complete ex-  
16                tracted or a portion of the extracted  
17                deoxyribonucleic acid (DNA); or

18                (B) genotypic and phenotypic information  
19                that results from analyzing the raw sequence  
20                data.

21          (16) INDIVIDUAL.—The term “individual”  
22          means a natural person residing in the United  
23          States.

1           (17) LARGE DATA HOLDER.—The term “large  
2 data holder” means a covered entity or service pro-  
3 vider that, in the most recent calendar year—

4           (A) had annual gross revenues of  
5 \$250,000,000 or more; and

6           (B) collected, processed, or transferred—

7           (i) the covered data of more than  
8 5,000,000 individuals or devices that iden-  
9 tify or are linked or reasonably linkable to  
10 1 or more individuals; and

11           (ii) the sensitive covered data of more  
12 than 200,000 individuals or devices that  
13 identify or are linked or reasonably  
14 linkable to 1 or more individuals.

15           (C) EXCLUSIONS.—The term “large data  
16 holder” does not include any instance where the  
17 covered entity or service provider would qualify  
18 as a large data holder solely on account of col-  
19 lecting, or processing—

20           (i) personal email addresses;

21           (ii) personal telephone numbers; or

22           (iii) log-in information of an indi-  
23 vidual or device to allow the individual or  
24 device to log in to an account administered  
25 by the covered entity or service provider.

1 (D) REVENUE.—For purposes of this de-  
2 termining whether any covered entity or service  
3 provider is a large data holder, the term “rev-  
4 enue” as it relates to any covered entity or  
5 service provider that is not organized to carry  
6 on business for its own profit or that of its  
7 members, means the gross receipts the covered  
8 entity or service provider received in whatever  
9 form from all sources without subtracting any  
10 costs or expenses, and includes contributions,  
11 gifts, grants, dues or other assessments, income  
12 from investments, or proceeds from the sale of  
13 real or personal property.

14 (18) MARKET RESEARCH.—The term “market  
15 research” means the collection, processing, or trans-  
16 fer of covered data as reasonably necessary and pro-  
17 portionate to investigate the market for or mar-  
18 keting of products, services, or ideas, where the cov-  
19 ered data is not—

20 (A) integrated into any product or service;

21 (B) otherwise used to contact any indi-  
22 vidual or individual’s device; or

23 (C) used to advertise or market to any in-  
24 dividual or individual’s device.

1           (19) MATERIAL.—The term “material” means  
2           with respect to an act, practice, or representation of  
3           a covered entity (including a representation made by  
4           the covered entity in a privacy policy or similar dis-  
5           closure to individuals), involving the collection, proc-  
6           essing, or transfer of covered data that such act,  
7           practice, or representation is likely to affect an indi-  
8           vidual’s decision or conduct regarding a product or  
9           service.

10           (20) PRECISE GEOLOCATION INFORMATION.—

11           (A) IN GENERAL.—The term “precise  
12           geolocation information” means information  
13           that reveals the past or present physical loca-  
14           tion of an individual, or device that identifies or  
15           is linked or reasonably linkable to 1 or more in-  
16           dividuals, with sufficient precision to identify  
17           street level location information or an individ-  
18           ual’s location within a range of 1,000 feet or  
19           less.

20           (B) EXCLUSION.—The term “precise  
21           geolocation information” does not mean  
22           geolocation information identifiable solely from  
23           the visual content of an image.

24           (21) PROCESS.—The term “process” means to  
25           conduct or direct any operation or set of operations



1 performed on covered data including analyzing, or-  
2 ganizing, structuring, retaining, storing, using, or  
3 otherwise handling covered data.

4 (22) PROCESSING PURPOSE.—The term “proc-  
5 essing purpose” means a reason for which a covered  
6 entity collects, processes, or transfers covered data  
7 that is specific and granular enough for a reasonable  
8 individual to understand the material facts of how  
9 and why the covered entity collects, processes, or  
10 transfers the covered data.

11 (23) PUBLICLY AVAILABLE INFORMATION.—

12 (A) IN GENERAL.—The term “publicly  
13 available information” means any information  
14 that a covered entity has a reasonable basis to  
15 believe has been lawfully made available to the  
16 general public from—

17 (i) Federal, State, or local government  
18 records provided that the covered entity  
19 collects, processes and transfers such infor-  
20 mation in accordance with any restrictions  
21 or terms of use placed on the information  
22 by the relevant government entity;

23 (ii) widely distributed media;

24 (iii) a website or online service made  
25 available to all members of the public, for

1 free or for a fee, including where all mem-  
2 bers of the public can log-in to the website  
3 or online service;

4 (iv) a disclosure that has been made  
5 to the general public as required by Fed-  
6 eral, State, or local law; or

7 (v) a visual observation of an individ-  
8 ual's physical presence in a public place by  
9 another person, not including data col-  
10 lected by a device in the individual's pos-  
11 session.

12 (B) CLARIFICATIONS; LIMITATIONS.—

13 (i) AVAILABLE TO ALL MEMBERS OF  
14 THE PUBLIC.—For purposes of this para-  
15 graph, information from a website or on-  
16 line service is not available to all members  
17 of the public if the individual who made  
18 the information available via the website or  
19 online service has restricted the informa-  
20 tion to a specific audience.

21 (ii) OTHER LIMITATIONS.—The term  
22 “publicly available information” does not  
23 include—

1 (I) any obscene visual depiction  
2 (as defined for purposes of section  
3 1460 of title 18, United States Code);

4 (II) inferences made exclusively  
5 from multiple independent sources of  
6 publicly available information that do  
7 not reveal sensitive covered data with  
8 respect to an individual;

9 (III) biometric information;

10 (IV) publicly available informa-  
11 tion that has been combined with cov-  
12 ered data; or

13 (V) genetic information; or

14 (VI) known nonconsensual inti-  
15 mate images.

16 (24) SENSITIVE COVERED DATA.—

17 (A) IN GENERAL.—The term “sensitive  
18 covered data” means the following forms of cov-  
19 ered data:

20 (i) A government-issued identifier,  
21 such as a social security number, passport  
22 number, or driver’s license number, that is  
23 not required by law to be displayed in pub-  
24 lic.

1 (ii) Any information that describes or  
2 reveals the past, present, or future physical  
3 health, mental health, disability, diagnosis,  
4 or healthcare condition or treatment of an  
5 individual.

6 (iii) A financial account number, debit  
7 card number, credit card number, or infor-  
8 mation about income level or bank account  
9 balances.

10 (iv) Biometric information.

11 (v) Genetic information.

12 (vi) Precise geolocation information.

13 (vii) An individual's private commu-  
14 nications such as voicemails, emails, texts,  
15 direct messages, or mail, or information  
16 identifying the parties to such communica-  
17 tions, voice communications, and any infor-  
18 mation that pertains to the transmission of  
19 such communications, including telephone  
20 numbers called, telephone numbers from  
21 which calls were placed, the time calls were  
22 made, call duration, and location informa-  
23 tion of the parties to the call, unless the  
24 covered entity is the sender or an intended  
25 recipient of the communication. Commu-

1            communications are not private for purposes of  
2            this paragraph if such communications are  
3            made from or to a device provided by an  
4            employer to an employee insofar as such  
5            employer provides conspicuous notice that  
6            it may access such communications.

7            (viii) Account or device log-in creden-  
8            tials, or security or access codes for an ac-  
9            count or device.

10           (ix) Information identifying the sexual  
11           orientation or sexual behavior of an indi-  
12           vidual in a manner inconsistent with the  
13           individual's reasonable expectation regard-  
14           ing disclosure of such information.

15           (x) Calendar information, address  
16           book information, phone or text logs,  
17           photos, audio recordings, or videos main-  
18           tained for private use by an individual, re-  
19           gardless of whether such information is  
20           stored on the individual's device or in a  
21           separate location on an individual's device,  
22           regardless of whether such information is  
23           backed up in a separate location.

24           (xi) A photograph, film, video record-  
25           ing, or other similar medium that shows

1           the naked or undergarment-clad private  
2           area of an individual.

3           (xii) Information that reveals the  
4           video content or services requested or se-  
5           lected by an individual from a provider of  
6           broadcast television service, cable service,  
7           satellite service or streaming media service.

8           (xiii) Information about an individual  
9           when the covered entity knows that the in-  
10          dividual is under the age of 17.

11          (xiv) Any other covered data collected,  
12          processed, or transferred for the purpose  
13          of identifying the above data types.

14          (B) RULEMAKING.—The Commission may  
15          commence a rulemaking pursuant to section  
16          553 of title 5, United States Code, to include  
17          any additional category of covered data under  
18          this definition that may require a similar level  
19          of protection as the data listed in clauses (i)  
20          through (xvi) of subparagraph (A) as a result  
21          of any new method of collecting, processing, or  
22          transferring covered data.

23          (25) SERVICE PROVIDER.—The term “service  
24          provider” means a person or entity that collects,  
25          processes or transfers covered data on behalf of, and

1 at the direction of, a covered entity and which re-  
2 ceives covered data from or on behalf of a covered  
3 entity pursuant to a written contract, provided that  
4 the contract meets the requirements of section 302.

5 (26) SERVICE PROVIDER DATA.—The term  
6 “service provider data” means covered data that is  
7 collected or processed by or has been transferred to  
8 a service provider by a covered entity for the pur-  
9 pose of allowing the service provider to perform a  
10 service or function on behalf of, and at the direction  
11 of, such covered entity.

12 (27) STATE.—The term “State” means any of  
13 the 50 States, the District of Columbia, the Com-  
14 monwealth of Puerto Rico, the Virgin Islands,  
15 Guam, American Samoa, the Northern Mariana Is-  
16 lands, or the Trust Territory of the Pacific Islands.

17 (28) STATE PRIVACY AUTHORITY.—

18 (A) IN GENERAL.—The term “State Pri-  
19 vacy Authority” means—

20 (i) the chief consumer protection offi-  
21 cer of a State; or

22 (ii) a State consumer protection agen-  
23 cy with expertise in data protection.

24 (29) SUBSTANTIAL PRIVACY RISK.—The term  
25 “substantial privacy risk” means the collection,

1 processing, or transfer of covered data in a manner  
2 that may result in any reasonably foreseeable mate-  
3 rial physical injury, economic injury, highly offensive  
4 intrusion into the reasonable privacy expectations of  
5 an individual under the circumstances, or discrimi-  
6 nation on the basis of race, color, religion, national  
7 origin, sex, or disability.

8 (30) TARGETED ADVERTISING.—The term “tar-  
9 geted advertising”—

10 (A) means displaying to an individual or  
11 device identified by a unique identifier an online  
12 advertisement or content that is selected based  
13 on known or predicted preferences, characteris-  
14 tics, or interests associated with the individual  
15 or a device identified by a unique identifier; and

16 (B) does not include—

17 (i) advertising or marketing to an in-  
18 dividual or an individual’s device in re-  
19 sponse to the individual’s specific request  
20 for information or feedback;

21 (iii) contextual advertising, which is  
22 when an advertisement is displayed based  
23 on the content or location in which the ad-  
24 vertisement appears and does not vary



1 based on who is viewing the advertisement;  
2 or

3 (iv) processing covered data solely for  
4 measuring or reporting advertising or con-  
5 tent, performance, reach, or frequency, in-  
6 cluding independent measurement.

7 (31) THIRD PARTY.—The term “third party”—

8 (A) means any person or entity that—

9 (i) collects, processes, or transfers  
10 third party data; and

11 (ii) is not a service provider with re-  
12 spect to such data; and

13 (B) does not include a person or entity  
14 that collects covered data from another entity if  
15 the 2 entities are related by common ownership  
16 or corporate control and share common brand-  
17 ing, unless one of those is a large data holder  
18 or those entities are each related to a large data  
19 holder through common ownership or corporate  
20 control.

21 (32) THIRD-PARTY COLLECTING ENTITY.—

22 (A) IN GENERAL.—The term “third-party  
23 collecting entity”—

24 (i) means a covered entity whose prin-  
25 cipal source of revenue is derived from

1 processing or transferring the covered data  
2 that the covered entity did not collect di-  
3 rectly from the individuals linked or  
4 linkable to the covered data; and

5 (ii) does not include a covered entity  
6 in so far as such entity processes employee  
7 data collected by and received from a third  
8 party concerning any individual who is an  
9 employee of the third party for the sole  
10 purpose of such third party providing ben-  
11 efits to the employee.

12 (B) PRINCIPAL SOURCE OF REVENUE DE-  
13 FINED.—For purposes of this paragraph, “prin-  
14 cipal source of revenue” means, for the prior  
15 12-month period, either—

16 (i) more than 50 percent of all rev-  
17 enue of the covered entity; or

18 (ii) obtaining revenue from processing  
19 or transferring the covered data of more  
20 than 5,000,000 individuals that the cov-  
21 ered entity did not collect directly from the  
22 individuals to which the covered data per-  
23 tains.

24 (C) NON-APPLICATION TO SERVICE PRO-  
25 VIDERS.—An entity shall not be considered to

1           be a third-party collecting entity for purposes of  
2           this Act if the entity is acting as a service pro-  
3           vider (as defined in this section).

4           (33) THIRD PARTY DATA.—The term “third  
5           party data” means covered data that has been trans-  
6           ferred to a third party by a covered entity.

7           (34) TRANSFER.—The term “transfer” means  
8           – to disclose, release, share, disseminate, make avail-  
9           able, or license in writing, electronically, or by any  
10          other means.

11          (35) UNIQUE IDENTIFIER.—The term “unique  
12          identifier” means an identifier to the extent that  
13          such identifier is reasonably linkable to an individual  
14          or device that identifies or is linked or reasonably  
15          linkable to 1 or more individuals, including a device  
16          identifier, an Internet Protocol address, cookies, bea-  
17          cons, pixel tags, mobile ad identifiers, or similar  
18          technology, customer number, unique pseudonym, or  
19          user alias, telephone numbers, or other forms of per-  
20          sistent or probabilistic identifiers that are linked or  
21          reasonably linkable to an individual or device.

22          (36) WIDELY DISTRIBUTED MEDIA.—The term  
23          “widely distributed media” means information that  
24          is available to the general public, including informa-  
25          tion from a telephone book or online directory, a tel-

1       evision, internet, or radio program, the news media,  
2       or an internet site that is available to the general  
3       public on an unrestricted basis, but does not include  
4       an obscene visual depiction (as defined in section  
5       1460 of title 18, United States Code).

## 6       **TITLE I—DUTY OF LOYALTY**

### 7       **SEC. 101. DATA MINIMIZATION.**

8       (a) **IN GENERAL.**—A covered entity shall not collect,  
9       process, or transfer covered data unless the collection,  
10       processing, or transfer is limited to what is reasonably  
11       necessary and proportionate to—

12               (1) provide, or maintain a specific product or  
13       service requested by the individual to whom the data  
14       pertains;

15               (2) deliver a communication that is reasonably  
16       anticipated by the individual recipient within the  
17       context of the individual’s interactions with the cov-  
18       ered entity; or

19               (3) effect a purpose expressly permitted under  
20       subsection (b).

21       (b) **PERMISSIBLE PURPOSES.**—A covered entity or  
22       service provider may collect, process, or transfer covered  
23       data for any of the following purposes provided that the  
24       covered entity or service provider can demonstrate that  
25       collection, processing, or transfer complies with all other

1 applicable laws not preempted in section 404 and provi-  
2 sions of this Act and is limited to what is reasonably nec-  
3 essary and proportionate to such purpose:

4           (1) To initiate or complete a transaction or ful-  
5 fill an order or service specifically requested by an  
6 individual, including any associated routine adminis-  
7 trative activity such as billing, shipping, delivery,  
8 and accounting, including the collection, processing  
9 or transferring of the last four digits of a credit card  
10 number.

11           (2) With respect to covered data previously col-  
12 lected in accordance with this Act, notwithstanding  
13 this exception, to process such data as necessary to  
14 perform system maintenance or diagnostics, to main-  
15 tain a product or service for which such data was  
16 collected, to conduct internal research or analytics,  
17 to improve a product or service for which such data  
18 was collected and to perform inventory management  
19 or reasonable network management, to protect  
20 against spam, or to debug or repair errors that im-  
21 pair the functionality of a service or product for  
22 which such data was collected.

23           (3) To authenticate users of a product or serv-  
24 ice.

1           (4) To prevent, detect, protect against, or re-  
2           spond to a security incident, or fulfill a product or  
3           service warranty. For purposes of this paragraph,  
4           security is defined as network security as well as in-  
5           trusion, medical alerts, fire alarms, and access con-  
6           trol security.

7           (5) To prevent, detect, protect against or re-  
8           spond to fraud, harassment, or illegal activity. For  
9           the purposes of this paragraph, illegal activity means  
10          a violation of a Federal, State, or local law punish-  
11          able as a felony or misdemeanor that can directly  
12          harm another person.

13          (6) To comply with a legal obligation imposed  
14          by Federal, Tribal, Local, or State law, or to estab-  
15          lish, exercise, or defend legal claims.

16          (7) To prevent an individual, or groups of indi-  
17          viduals, from suffering harm where the covered enti-  
18          ty or service provider believes in good faith that the  
19          individual, or groups of individuals, is at risk of  
20          death, serious physical injury, or other serious  
21          health risk.

22          (8) To effectuate a product recall pursuant to  
23          Federal or State law.

1           (9)(A) To conduct a public or peer-reviewed sci-  
2           entific, historical, or statistical research project  
3           that—

4                   (i) is in the public interest;

5                   (ii) adheres to all relevant laws governing  
6           such research; and

7                   (iii) adheres to the regulations for human  
8           subject research established under part 46 of  
9           title 45, Code of Federal Regulations (or a suc-  
10          cessor regulations).

11          (B) The Commission should set forth within 18  
12          months of the enactment of this Act guidelines to  
13          help covered entities ensure the privacy of affected  
14          users and the security of covered data, particularly  
15          as data is being transferred to and stored by re-  
16          searchers.

17          (10) To deliver a communication at the direc-  
18          tion of an individual between the communicating in-  
19          dividual and one or more individuals or entities.

20          (11) With respect to covered data previously  
21          collected in accordance with this Act, notwith-  
22          standing this exception, to process such data as nec-  
23          essary to provide first party marketing or adver-  
24          tising of products or services provided by the covered  
25          entity.

1           (12) Otherwise complies with the requirements  
2           of this Act, including section 204(c), to provide a  
3           targeted advertisement.

4           (c) GUIDANCE.—The Commission shall issue guid-  
5           ance regarding what is reasonably necessary  
6           and proportionate to comply with this section. Such guid-  
7           ance shall take into consideration—

8           (1) the size of, and the nature, scope, and com-  
9           plexity of the activities engaged in by the covered en-  
10          tity, including whether the covered entity is a large  
11          data holder, nonprofit organization, covered entities  
12          meeting the requirements of section 209, service pro-  
13          vider, third party, or third-party collecting entity;

14          (2) the sensitivity of covered data collected,  
15          processed, or transferred by the covered entity;

16          (3) the volume of covered data collected, proc-  
17          essed, or transferred by the covered entity; and

18          (4) the number of individuals and devices to  
19          which the covered data collected, processed, or trans-  
20          ferred by the covered entity relates.

21          (d) DECEPTIVE MARKETING OF A PRODUCT OR  
22          SERVICE.—A covered entity, service provider, or third  
23          party is prohibited from engaging in deceptive advertising  
24          or marketing with respect to a product or service provided  
25          to an individual.



1 **SEC. 102. LOYALTY DUTIES.**

2 (a) RESTRICTED DATA PRACTICES.—Notwith-  
3 standing section 101 and unless an exception applies, with  
4 respect to covered data, a covered entity shall not—

5 (1) collect, process, or transfer a social security  
6 number, except when necessary to facilitate exten-  
7 sions of credit, authentication, the payment and col-  
8 lection of taxes, the enforcement of a contract be-  
9 tween parties, or the prevention, investigation, and  
10 prosecution of fraud or illegal activity;

11 (2) collect or process sensitive covered data, ex-  
12 cept where such collection or processing is strictly  
13 necessary to provide or maintain a specific product  
14 or service requested by the individual to whom the  
15 covered data pertains, or to effect a purpose enu-  
16 merated in section 101(b)(1) through (10);

17 (3) transfer an individual's sensitive covered  
18 data to a third party, unless—

19 (A) the transfer is made pursuant to the  
20 affirmative express consent of the individual;

21 (B) the transfer is necessary to comply  
22 with a legal obligation imposed by Federal,  
23 State, or local law, or to establish, exercise, or  
24 defend legal claims; or

25 (C) the transfer is necessary to prevent an  
26 individual from imminent injury where the cov-

1           ered entity believes in good faith that the indi-  
2           vidual is at risk of death or serious physical in-  
3           jury;

4           (D) the transfer of biometric information  
5           is necessary to facilitate data security or au-  
6           thentication;

7           (E) the transfer of a password is necessary  
8           to use a designated password manager or is to  
9           a covered entity for the exclusive purpose of  
10          identifying passwords that are being re-used  
11          across sites or accounts; or

12          (F) the transfer of genetic information is  
13          necessary to perform a medical diagnosis or  
14          medical treatment specifically requested by an  
15          individual, or to conduct medical research in ac-  
16          cordance with conditions of section 101(b)(9);  
17          or

18          (4) collect, process, or transfer an individual's  
19          aggregated internet search or browsing history, ex-  
20          cept with the affirmative express consent of the indi-  
21          vidual or pursuant to one of the permissible pur-  
22          poses enumerated in section 101(b)(1) through (10).

23 **SEC. 103. PRIVACY BY DESIGN.**

24          (a) **POLICIES, PRACTICES, AND PROCEDURES.**—A  
25          covered entity and a service provider shall establish, imple-

1 ment, and maintain reasonable policies, practices, and pro-  
2 cedures regarding the collection, processing, and transfer  
3 of covered data to—

4 (1) consider Federal laws, rules, or regulations  
5 related to covered data the covered entity or service  
6 provider collects, processes, or transfers;

7 (2) identify, assess, and mitigate privacy risks  
8 related to individuals under the age of 17, if applica-  
9 ble

10 (3) mitigate privacy risks, including substantial  
11 privacy risks, related to the products and services of  
12 the covered entity or the service provider, including  
13 their design, development, and implementation; and

14 (4) implement reasonable training and safe-  
15 guards within the covered entity and service provider  
16 to promote compliance with all privacy laws applica-  
17 ble to covered data the covered entity collects, proc-  
18 esses, or transfers or covered data the service pro-  
19 vider collects, processes, or transfers on behalf of the  
20 covered entity and mitigate privacy risks, including  
21 substantial privacy risks.

22 (b) FACTORS TO CONSIDER.—The policies, practices,  
23 and procedures established by a covered entity and a serv-  
24 ice provider under subsection (a), shall correspond with—

1           (1) the size of the covered entity or the service  
2           provider and the nature, scope, and complexity of  
3           the activities engaged in by the covered entity, in-  
4           cluding whether the covered entity is a large data  
5           holder, nonprofit organization, covered entities meet-  
6           ing the requirements of section 209, third party, or  
7           third-party collecting entity;

8           (2) the sensitivity of the covered data collected,  
9           processed, or transferred by the covered entity or  
10          service provider;

11          (3) the volume of covered data collected, proc-  
12          essed, or transferred by the covered entity or service  
13          provider;

14          (4) the number of individuals and devices to  
15          which the covered data collected, processed, or trans-  
16          ferred by the covered entity or service provider re-  
17          lates; and

18          (5) the cost of implementing such policies, prac-  
19          tices, and procedures in relation to the risks and na-  
20          ture of the covered data.

21          (c) COMMISSION GUIDANCE.—Not later than 1 year  
22          after the date of enactment of this Act, the Commission  
23          shall issue guidance as to what constitutes reasonable poli-  
24          cies, practices, and procedures as required by this section.

25          The Commission shall consider unique circumstances ap-

1 plicable to nonprofit organizations and covered entities  
2 meeting the requirements of section 209.

3 **SEC. 104. LOYALTY TO INDIVIDUALS WITH RESPECT TO**  
4 **PRICING.**

5 (a) **CONDITIONAL SERVICE OR PRICING PROHIB-**  
6 **ITED.**—A covered entity shall not deny or condition or ef-  
7 fectively condition the provision of a service or product to  
8 an individual based on the individual’s agreement to waive  
9 (or refusal to waive) any requirements under this Act or  
10 any regulations promulgated under this Act or terminate  
11 a service or otherwise refuse to provide a service or prod-  
12 uct to an individual as a consequence of the individual’s  
13 refusal to provide such a waiver.

14 (b) **RULES OF CONSTRUCTION.**—Nothing in sub-  
15 section (a) shall be construed to—

16 (1) prohibit the relation of the price of a service  
17 or the level of service provided to an individual to  
18 the provision, by the individual, of financial informa-  
19 tion that is necessarily collected and processed only  
20 for the purpose of initiating, rendering, billing for,  
21 or collecting payment for a service or product re-  
22 quested by the individual;

23 (2) prohibit a covered entity from offering a  
24 loyalty program that provides discounted or free  
25 products or services, or other consideration, in ex-

1 change for an individual's continued business with  
2 the covered entity, provided that such program oth-  
3 erwise complies with the requirements of this Act  
4 and any regulations promulgated under this Act;

5 (3) require a covered entity to provide a loyalty  
6 program that would require the covered entity to col-  
7 lect, process, or transfer covered data that it other-  
8 wise would not;

9 (4) prohibit a covered entity from offering a fi-  
10 nancial incentive or other consideration to an indi-  
11 vidual for participation in market research; or

12 (5) prohibit a covered entity from offering dif-  
13 ferent types of pricing or functionalities with respect  
14 to a product or service based on an individual's exer-  
15 cise of a right in section 203(a)(3).

## 16 **TITLE II—CONSUMER DATA** 17 **RIGHTS**

### 18 **SEC. 201. CONSUMER AWARENESS.**

19 (a) IN GENERAL.—Not later than 90 days after the  
20 date of enactment of this Act, the Commission shall pub-  
21 lish, on the public website of the Commission, a webpage  
22 that describes each provision, right, obligation, and re-  
23 quirement of this Act, listed separately for individuals and  
24 for covered entities and service providers, and the rem-  
25 edies, exemptions, and protections associated with this Act

1 in plain and concise language and in an easy-to-under-  
2 stand manner.

3 (b) UPDATES.—The Commission shall update the in-  
4 formation published under subsection (a) on a quarterly  
5 basis as necessitated by any change in law, regulation,  
6 guidance, or judicial decisions.

7 (c) ACCESSIBILITY.—The Commission shall publish  
8 materials disclosed pursuant to subsection (a) in the ten  
9 languages with the most users in the United States, ac-  
10 cording to the most recent U.S. Census. The Commission  
11 shall ensure the website is readily accessible to and usable  
12 by individuals with disabilities.

13 **SEC. 202. TRANSPARENCY.**

14 (a) IN GENERAL.—Each covered entity and service  
15 provider shall make publicly available, in a clear, con-  
16 spicuous, not misleading, and readily accessible manner,  
17 a privacy policy that provides a detailed and accurate rep-  
18 resentation of the entity’s data collection, processing, and  
19 transfer activities.

20 (b) CONTENT OF PRIVACY POLICY.—The privacy pol-  
21 icy required under subsection (a) shall include, at a min-  
22 imum, the following:

23 (1) The identity and the contact information  
24 of—

1 (A) the covered entity or service provider  
2 (including the covered entity's or service pro-  
3 vider's points of contact, generic electronic mail  
4 addresses, and phone numbers of the covered  
5 entity, as applicable for privacy and data secu-  
6 rity inquiries); and

7 (B) any other entity within the same cor-  
8 porate structure as, and under common brand-  
9 ing with, the covered entity or service provider  
10 to which covered data is transferred by the cov-  
11 ered entity.

12 (2) The categories of covered data the covered  
13 entity or service provider collects or processes.

14 (3) The processing purposes for each category  
15 of covered data the covered entity or service provider  
16 collects or processes.

17 (4) Whether the covered entity or service pro-  
18 vider transfers covered data and, if so, each category  
19 of service provider and third party to which the cov-  
20 ered entity or service provider transfers covered  
21 data, the name of each third-party collecting entity  
22 to which the covered entity or service provider trans-  
23 fers covered data, and the purposes for which such  
24 data is transferred to such categories of service pro-  
25 viders and third parties or third-party collecting en-



1       tities, except for transfers to governmental entities  
2       pursuant to a court order or law that prohibits the  
3       covered entity from disclosing such transfer.

4           (5) The length of time the covered entity or  
5       service provider intends to retain each category of  
6       covered data, including sensitive covered data, or, if  
7       it is not possible to identify that time frame, the cri-  
8       teria used to determine the length of time the cov-  
9       ered entity intends to retain categories of covered  
10      data.

11          (6) A prominent description of how an indi-  
12      vidual can exercise the rights described in this Act.

13          (7) A general description of the covered entity's  
14      or service provider's data security practices.

15          (8) The effective date of the privacy policy.

16          (9) Whether or not any covered data collected  
17      by the covered entity or service provider is trans-  
18      ferred to, processed in, stored in or otherwise acces-  
19      sible to the People's Republic of China, Russia, Iran,  
20      or North Korea.

21      (c) LANGUAGES.—The privacy policy required under  
22      subsection (a) shall be made available to the public in each  
23      language in which the covered entity or service provider—

24          (1) provides a product or service that is subject  
25      to the privacy policy; or

1           (2) carries out activities related to such product  
2           or service.

3           (d) ACCESSIBILITY.—The covered entity or service  
4 provider shall also provide the disclosures under this sec-  
5 tion in a manner that is readily accessible to and usable  
6 by individuals with disabilities.

7           (e) MATERIAL CHANGES.—

8           (1) AFFIRMATIVE EXPRESS CONSENT.—If a  
9 covered entity makes a material change to its pri-  
10 vacy policy or practices, the covered entity shall no-  
11 tify each individual affected by such material change  
12 before implementing the material change with re-  
13 spect to any previously collected covered data and,  
14 except as provided in section 101(b), provide a rea-  
15 sonable opportunity for each individual to withdraw  
16 consent to any further materially different collection,  
17 processing or transferring of covered data under the  
18 changed policy.

19           (2) NOTIFICATION.—The covered entity shall  
20 take all reasonable measures to provide direct notifi-  
21 cation regarding material changes to the privacy pol-  
22 icy to each affected individual, in each language that  
23 the privacy policy is made available, and taking into  
24 account available technology and the nature of the  
25 relationship.

1           (3) CLARIFICATION.—Nothing in this section  
2 shall be construed to affect the requirements for cov-  
3 ered entities under section 102 or 204.

4           (4) LOG OF MATERIAL CHANGES.—each large  
5 data holder shall retain copies of previous versions  
6 of its privacy policy for at least 10 years and publish  
7 them on its website. It shall make publicly available,  
8 in a clear, conspicuous, and readily accessible man-  
9 ner, a log describing the data and nature of each  
10 material change over the past 10 years. The descrip-  
11 tions shall be sufficient for a reasonable individual  
12 to understand the material effect of each material  
13 change.

14           (f) SHORT-FORM NOTICE TO CONSUMERS BY LARGE  
15 DATA HOLDERS.—

16           (1) IN GENERAL.—In addition to the privacy  
17 policy required under subsection (a), a large data  
18 holder must provide a short-form notice of its cov-  
19 ered data practices in a manner that is—

20                   (A) concise, clear, and conspicuous;

21                   (B) readily accessible, based on the way an  
22 individual interacts with the large data holder  
23 and its products or services and what is reason-  
24 ably anticipated within the context of the rela-  
25 tionship;

1 (C) inclusive of an overview of individual  
2 rights and disclosures to reasonably draw atten-  
3 tion to data practices that may reasonably be  
4 unexpected or that involve sensitive covered  
5 data; and

6 (D) no more than 500 words in length.

7 (2) RULEMAKING.—The Commission shall issue  
8 a rule pursuant to section 553 of title 5, United  
9 States Code, establishing the minimum data disclo-  
10 sures necessary for the short-form notice which shall  
11 not exceed the content requirements in subsection  
12 (b) and shall include templates and/or models of  
13 short-form notices.

14 **SEC. 203. INDIVIDUAL DATA OWNERSHIP AND CONTROL.**

15 (a) ACCESS TO, AND CORRECTION, DELETION, AND  
16 PORTABILITY OF, COVERED DATA.—Subject to sub-  
17 sections (b) and (c), a covered entity shall provide an indi-  
18 vidual, after receiving a verified request from the indi-  
19 vidual, with the right to—

20 (1) access—

21 (A) the covered data, except covered data  
22 in back-up or archival systems, of the individual  
23 in a human-readable format that a reasonable  
24 individual can understand and download from  
25 the Internet, that is collected, processed or

1 transferred by the covered entity or any service  
2 provider of the covered entity within the 24  
3 months preceding the request;

4 (B) the name of any third party and the  
5 categories of any service providers to whom the  
6 covered entity has transferred for consideration  
7 the covered data of the individual, as well as  
8 the categories of sources from which the cov-  
9 ered data was collected; and

10 (C) a description of the purpose for which  
11 the covered entity transferred the covered data  
12 of the individual to a third party or service pro-  
13 vider;

14 (2) correct any verifiably material inaccuracy or  
15 materially incomplete information with respect to the  
16 covered data of the individual that is processed by  
17 the covered entity and instruct the covered entity to  
18 notify any third party, or service provider to which  
19 the covered entity transferred such covered data of  
20 the corrected information;

21 (3) delete covered data of the individual that is  
22 processed by the covered entity and instruct the cov-  
23 ered entity to notify any third party, or service pro-  
24 vider to which the covered entity transferred such  
25 covered data of the individual's deletion request; and

1 (4) to the extent technically feasible, export cov-  
2 ered data to the individual or directly to another en-  
3 tity, except for derived data, of the individual that  
4 is processed by the covered entity without licensing  
5 restrictions that limit such transfers, in—

6 (A) a human-readable format that a rea-  
7 sonable individual can understand and  
8 download from the Internet; and

9 (B) a portable, structured, interoperable,  
10 and machine-readable format.

11 (b) INDIVIDUAL AUTONOMY.—A covered entity shall  
12 not condition, effectively condition, attempt to condition,  
13 or attempt to effectively condition the exercise of any indi-  
14 vidual rights under this section through—

15 (1) through the use of any false, fictitious,  
16 fraudulent, or materially misleading statement or  
17 representation; or

18 (2) the design, modification, or manipulation of  
19 any user interface with the purpose or substantial  
20 effect of obscuring, subverting, or impairing a rea-  
21 sonable individual's autonomy, decision making, or  
22 choice to exercise any such rights.

23 (c) TIMING.—

24 (1) Subject to subsections (d) and (e)(1) each  
25 request shall be completed by any—

1 (A) large data holder within 45 days of  
2 verification of such request from an individual;

3 (B) covered entity that is not considered a  
4 large data holder or a covered entity described  
5 in section 209 within 60 days of verification of  
6 such request from an individual; or

7 (C) covered entity as described in section  
8 209 within 90 days of verification of such re-  
9 quest from an individual.

10 (2) A response period set forth in this sub-  
11 section may be extended once by 45 additional days  
12 when reasonably necessary, considering the com-  
13 plexity and number of the individual's requests, so  
14 long as the covered entity informs the individual of  
15 any such extension within the initial 45-day response  
16 period, together with the reason for the extension.

17 (d) FREQUENCY AND COST OF ACCESS.—A covered  
18 entity—

19 (1) shall provide an individual with the oppor-  
20 tunity to exercise each of the rights described in  
21 subsection (a); and

22 (2) with respect to—

23 (A) the first 2 times that an individual ex-  
24 ercises any right described in subsection (a) in

1 any 12-month period, shall allow the individual  
2 to exercise such right free of charge; and

3 (B) any time beyond the initial 2 times de-  
4 scribed in subparagraph (A), may allow the in-  
5 dividual to exercise such right for a reasonable  
6 fee for each request.

7 (e) VERIFICATION AND EXCEPTIONS.—

8 (1) REQUIRED EXCEPTIONS.—A covered entity  
9 shall not permit an individual to exercise a right de-  
10 scribed in subsection (a), in whole or in part, if the  
11 covered entity—

12 (A) cannot reasonably verify that the indi-  
13 vidual making the request to exercise the right  
14 is the individual whose covered data is the sub-  
15 ject of the request or an individual authorized  
16 to make such a request on the individual's be-  
17 half;

18 (B) reasonably believes that the request is  
19 made to interfere with a contract between the  
20 covered entity and another individual;

21 (C) determines that the exercise of the  
22 right would require access to or correction of  
23 another individual's sensitive covered data; or

24 (D) reasonably believes that the exercise of  
25 the right would require the covered entity to en-



1           gage in an unfair or deceptive practice under  
2           section 5 of the Federal Trade Commission Act  
3           (15 U.S.C. 45).

4           (2) ADDITIONAL INFORMATION.—If a covered  
5           entity cannot reasonably verify that a request to ex-  
6           ercise a right described in subsection (a) is made by  
7           the individual whose covered data is the subject of  
8           the request (or an individual authorized to make  
9           such a request on the individual’s behalf), the cov-  
10          ered entity—

11                 (A) may request that the individual mak-  
12                 ing the request to exercise the right provide any  
13                 additional information necessary for the sole  
14                 purpose of verifying the identity of the indi-  
15                 vidual; and

16                 (B) shall not process or transfer such addi-  
17                 tional information for any other purpose.

18           (3) PERMISSIVE EXCEPTIONS.—

19                 (A) IN GENERAL.—A covered entity may  
20                 decline to comply with a request to exercise a  
21                 right described in subsection (a), in whole or in  
22                 part, that would—

23                         (i) require the covered entity to retain  
24                         any covered data collected for a single,  
25                         one-time transaction, if such covered data

1 is not processed or transferred by the cov-  
2 ered entity for any purpose other than  
3 completing such transaction;

4 (ii) be impossible or demonstrably im-  
5 practicable to comply with, and the covered  
6 entity shall provide a description to the re-  
7 questor detailing the inability to comply  
8 with the request;

9 (iii) require the covered entity to at-  
10 tempt to re-identify de-identified data;

11 (iv) result in the release of trade se-  
12 crets, or other privileged, or confidential  
13 business information;

14 (v) require the covered entity to cor-  
15 rect any covered data that cannot be rea-  
16 sonably verified as being inaccurate or in-  
17 complete;

18 (vi) interfere with law enforcement,  
19 judicial proceedings, investigations, or rea-  
20 sonable efforts to guard against, detect, or  
21 investigate malicious or unlawful activity,  
22 or enforce valid contracts;

23 (vii) violate Federal or State law or  
24 the rights and freedoms of another indi-

1                   vidual, including under the Constitution of  
2                   the United States;

3                   (viii) prevent a covered entity from  
4                   being able to maintain a confidential  
5                   record of deletion requests, maintained  
6                   solely for the purpose of preventing cov-  
7                   ered data of an individual who has sub-  
8                   mitted a deletion request and requests that  
9                   the covered entity no longer collect, proc-  
10                  ess, or transfer such data;

11                  (ix) fall within an exception enumer-  
12                  ated in the regulations promulgated by the  
13                  Commission pursuant to paragraph (D); or

14                  (x) with respect to requests for dele-  
15                  tion—

16                   (I) unreasonably interfere with  
17                   the provision of products or services  
18                   by the covered entity to another per-  
19                   son it currently serves;

20                   (II) delete covered data that re-  
21                   lates to a public figure and for which  
22                   the requesting individual has no rea-  
23                   sonable expectation of privacy;

24                   (III) delete covered data reason-  
25                   ably necessary to perform a contract

1                   between the covered entity and the in-  
2                   dividual;

3                   (IV) delete covered data that the  
4                   covered entity needs to retain in order  
5                   to comply with professional ethical ob-  
6                   ligations; or

7                   (V) delete covered data that the  
8                   covered entity reasonably believes may  
9                   be evidence of unlawful activity or an  
10                  abuse of the covered entity's products  
11                  or services.

12                 (B) PARTIAL COMPLIANCE.—In a cir-  
13                 cumstance that would allow a denial pursuant  
14                 to paragraph (A), a covered entity shall par-  
15                 tially comply with the remainder of the request  
16                 if it is possible and not unduly burdensome to  
17                 do so.

18                 (C) NUMBER OF REQUESTS.—For pur-  
19                 poses of this paragraph, the receipt of a large  
20                 number of verified requests, on its own, shall  
21                 not be considered to render compliance with a  
22                 request demonstrably impossible.

23                 (D) FURTHER EXCEPTIONS.—The Com-  
24                 mission may, by regulation as described in sub-  
25                 section (f), establish additional permissive ex-

1            ceptions necessary to protect the rights of indi-  
2            viduals, alleviate undue burdens on covered en-  
3            tities, prevent unjust or unreasonable outcomes  
4            from the exercise of access, correction, deletion,  
5            or portability rights, or as otherwise necessary  
6            to fulfill the purposes of this section. In cre-  
7            ating such exceptions, the Commission should  
8            consider any relevant changes in technology,  
9            means for protecting privacy and other rights,  
10          and beneficial uses of covered data by covered  
11          entities.

12          (f) REGULATIONS.—Within two years of the date of  
13          enactment of this Act, the Commission may promulgate  
14          regulations, pursuant to section 553 of title 5, United  
15          States Code (5 U.S.C. 553), as necessary to establish  
16          processes by which covered entities are to comply with the  
17          provisions of this section. Such regulations shall take into  
18          consideration—

19                (1) the size of, and the nature, scope, and com-  
20                plexity of the activities engaged in by the covered en-  
21                tity, including whether the covered entity is a large  
22                data holder, nonprofit organization, covered entities  
23                meeting the requirements of section 209, service pro-  
24                vider, third party, or third-party collecting entity;

1 (2) the sensitivity of covered data collected,  
2 processed, or transferred by the covered entity;

3 (3) the volume of covered data collected, proc-  
4 essed, or transferred by the covered entity; and

5 (4) the number of individuals and devices to  
6 which the covered data collected, processed, or trans-  
7 ferred by the covered entity relates.

8 (g) ACCESSIBILITY.—A covered entity shall facilitate  
9 the ability for individuals to make requests under this sec-  
10 tion in any of the ten languages with the most users in  
11 the United States, according to the most recent U.S. Cen-  
12 sus, if the covered entity provides service in such language.  
13 The mechanisms by which a covered entity enables individ-  
14 uals to make requests under this section shall be readily  
15 accessible and usable by with disabilities.

16 **SEC. 204. RIGHT TO CONSENT AND OBJECT.**

17 (a) WITHDRAWAL OF CONSENT.—A covered entity  
18 shall provide an individual with a clear and conspicuous,  
19 easy-to-execute means to withdraw any affirmative express  
20 consent previously provided by the individual that is as  
21 easy to execute by a reasonable individual as the means  
22 to provide consent, with respect to the processing or trans-  
23 fer of the covered data of the individual.

24 (b) RIGHT TO OPT OUT OF COVERED DATA TRANS-  
25 FERS.—

1 (1) IN GENERAL.—A covered entity—

2 (A) shall not transfer the covered data of  
3 an individual to a third party if the individual  
4 objects to the transfer; and

5 (B) shall allow an individual to object to  
6 such transfer through an opt-out mechanism, as  
7 described in section 210, if applicable.

8 (2) EXCEPTION.—An individual may not opt  
9 out of the collection, processing, and transfer of cov-  
10 ered data made pursuant to the exceptions in section  
11 101(b)(1) through (11) of this Act.

12 (c) RIGHT TO OPT OUT OF TARGETED ADVER-  
13 TISING.—A covered entity that engages in targeted adver-  
14 tising shall—

15 (1) prior to engaging in such targeted adver-  
16 tising and at all times thereafter, provide an indi-  
17 vidual with a clear and conspicuous means to opt  
18 out of targeted advertising;

19 (2) abide by such opt-out designations by an in-  
20 dividual; and

21 (3) allow an individual to prohibit such targeted  
22 advertising through an opt-out mechanism, as de-  
23 scribed in section 210, if applicable.

24 (d) INDIVIDUAL AUTONOMY.—A covered entity shall  
25 not condition, effectively condition, attempt to condition,

1 or attempt to effectively condition the exercise of any indi-  
2 vidual rights under this section through—

3 (1) through the use of any false, fictitious,  
4 fraudulent, or materially misleading statement or  
5 representation; or

6 (2) the design, modification, or manipulation of  
7 any user interface with the purpose or substantial  
8 effect of obscuring, subverting, or impairing a rea-  
9 sonable individual's autonomy, decision making, or  
10 choice to exercise any such rights.

11 **SEC. 205. DATA PROTECTIONS FOR CHILDREN AND MI-**  
12 **NORS.**

13 (a) PROHIBITION ON TARGETED ADVERTISING TO  
14 CHILDREN AND MINORS.—A covered entity shall not en-  
15 gage in targeted advertising to any individual under the  
16 age of 17 if the covered entity knows that the individual  
17 is under the age of 17.

18 (b) DATA TRANSFER REQUIREMENTS RELATED TO  
19 MINORS.—A covered entity shall not transfer the covered  
20 data of an individual to a third party without affirmative  
21 express consent from the individual or the individual's par-  
22 ent or guardian if the covered entity knows that the indi-  
23 vidual under the age of 17.

24 (c) KNOWLEDGE .—The knowledge requirement in  
25 paragraphs (a) and (b), shall not be construed to require



1 the affirmative collection or processing of any data with  
2 respect to the age of an individual or a proxy thereof, or  
3 to require that a covered entity implement an age gating  
4 regime. Rather, the determination of whether an indi-  
5 vidual is under 17 shall be based on the covered data col-  
6 lected directly from an individual or a proxy thereof that  
7 the covered entity would otherwise collect in the normal  
8 course of business.

9 (d) YOUTH PRIVACY AND MARKETING DIVISION.—

10 (1) ESTABLISHMENT.—There is established  
11 within the Commission a division to be known as the  
12 “Youth Privacy and Marketing Division” (in this  
13 section referred to as the “Division”).

14 (2) DIRECTOR.—The Division shall be headed  
15 by a Director, who shall be appointed by the Chair  
16 of the Commission.

17 (3) DUTIES.—The Division shall be responsible  
18 for assisting the Commission in addressing, as it re-  
19 lates to this Act—

20 (A) the privacy of children and minors;

21 and

22 (B) marketing directed at children and mi-  
23 nors.

24 (4) STAFF.—The Director of the Division shall  
25 hire adequate staff to carry out the duties described

1 in paragraph (3), including by hiring individuals who  
2 are experts in data protection, digital advertising,  
3 data analytics, and youth development.

4 (5) REPORTS.—Not later than 1 year after the  
5 date of enactment of this Act, and annually there-  
6 after, the Commission shall submit to the Committee  
7 on Commerce, Science, and Transportation of the  
8 Senate and the Committee on Energy and Com-  
9 merce of the House of Representatives a report that  
10 includes—

11 (A) a description of the work of the Divi-  
12 sion regarding emerging concerns relating to  
13 youth privacy and marketing practices; and

14 (B) an assessment of how effectively the  
15 Division has, during the period for which the  
16 report is submitted, assisting the Commission  
17 to address youth privacy and marketing prac-  
18 tices.

19 (6) PUBLICATION.—Not later than 10 days  
20 after the date on which a report is submitted under  
21 paragraph (5), the Commission shall publish the re-  
22 port on its website.

23 (e) REPORT BY THE INSPECTOR GENERAL.—

24 (1) IN GENERAL.—Not later than 2 years after  
25 the date of enactment of this Act, and biennially

1       thereafter, the Inspector General of the Commission  
2       shall submit to the Commission and to the Com-  
3       mittee on Commerce, Science, and Transportation of  
4       the Senate and the Committee on Energy and Com-  
5       merce of the House of Representatives a report re-  
6       garding the safe harbor provisions in section 1307 of  
7       the Children’s Online Privacy Protection Act of  
8       1998 (15 U.S.C. 6503), which shall include—

9               (A) an analysis of whether the safe harbor  
10              provisions are—

11                      (i) operating fairly and effectively;

12                      and

13                      (ii) effectively protecting the interests  
14                      of children and minors; and

15               (B) any proposal or recommendation for  
16              policy changes that would improve the effective-  
17              ness of the safe harbor provisions.

18       (2) PUBLICATION.—Not later than 10 days  
19       after the date on which a report is submitted under  
20       paragraph (1), the Commission shall publish the re-  
21       port on the website of the Commission.

22 **SEC. 206. THIRD-PARTY COLLECTING ENTITIES.**

23       (a) NOTICE.—Each third-party collecting entity shall  
24       place a clear and conspicuous notice on the website or mo-  
25       bile application of the third-party collecting entity (if the

1 third-party collecting entity maintains such a website or  
2 mobile application) that—

3 (1) notifies individuals that the entity is a  
4 third-party collecting entity using specific language  
5 that the Commission shall develop through rule-  
6 making under section 553 of title 5, United States  
7 Code; and

8 (2) includes a link to the website established  
9 under subsection (b)(3).

10 (b) THIRD-PARTY COLLECTING ENTITY REGISTRA-  
11 TION.—

12 (1) IN GENERAL.—Not later than January 31  
13 of each calendar year that follows a calendar year  
14 during which a covered entity acted as a third-party  
15 collecting entity and processed covered data per-  
16 taining to more than 5,000 individuals or devices  
17 that identify or are linked or reasonably linkable to  
18 an individual, such covered entity shall register with  
19 the Commission in accordance with this subsection.

20 (2) REGISTRATION REQUIREMENTS.—In reg-  
21 istering with the Commission as required under  
22 paragraph (1), a third-party collecting entity shall  
23 do the following:

24 (A) Pay to the Commission a registration  
25 fee of \$100.

1 (B) Provide the Commission with the fol-  
2 lowing information:

3 (i) The legal name and primary phys-  
4 ical, email, and internet addresses of the  
5 third-party collecting entity.

6 (ii) A description of the categories of  
7 data the third-party collecting entity proc-  
8 esses and transfers.

9 (iii) The contact information of the  
10 third-party collecting entity, including a  
11 contact person, telephone number, an e-  
12 mail address, a website, and a physical  
13 mailing address.

14 (iv) Link to a website through which  
15 an individual may easily exercise the rights  
16 provided under this subsection.

17 (3) THIRD-PARTY COLLECTING ENTITY REG-  
18 ISTRY.—The Commission shall establish and main-  
19 tain on a website a searchable, publicly available,  
20 central registry of third-party collecting entities that  
21 are registered with the Commission under this sub-  
22 section that includes the following:

23 (A) A listing of all registered third-party  
24 collecting entities and a search feature that al-

1           lows members of the public to identify indi-  
2           vidual third-party collecting entities.

3           (B) For each registered third-party col-  
4           lecting entity, the information described in  
5           paragraph (2).

6           (C) A “Do Not Collect” registry link and  
7           mechanism by which an individual may, after  
8           the Commission has verified the identity of the  
9           individual or individual’s parent or guardian,  
10          which may include tokenization, easily submit a  
11          request to all registered third-party collecting  
12          entities that are not consumer reporting agen-  
13          cies, and to the extent they are not acting as  
14          consumer reporting agencies, as defined in sec-  
15          tion 603(f) of the Fair Credit Reporting Act  
16          (15 U.S.C. 1681a(f)) to—

17               (i) delete all covered data related to  
18               such individual that the third-party col-  
19               lecting entity did not collect from the indi-  
20               vidual directly or when acting as a service  
21               provider; and

22               (ii) ensure that any third-party col-  
23               lecting entity no longer collects covered  
24               data related to such individual without the  
25               affirmative express consent of such indi-

1           vidual, except insofar as such covered enti-  
2           ty is acting as a service provider. Each  
3           third-party collecting entity that receives  
4           such a request from an individual shall de-  
5           lete all the covered data of the individual  
6           not later than 30 days after the request is  
7           received by the third-party collecting enti-  
8           ty.

9           (c) PENALTIES.—A third-party collecting entity that  
10          fails to register or provide the notice as required under  
11          this section shall be liable for—

12                 (1) a civil penalty of \$50 for each day it fails  
13                 to register or provide notice as required under this  
14                 subsection, not to exceed a total of \$10,000 for any  
15                 year; and

16                 (2) an amount equal to the registration fees  
17                 due under paragraph (2) of subsection (b) for each  
18                 year that it failed to register as required under para-  
19                 graph (1) of such subsection.

20         **SEC. 207. CIVIL RIGHTS AND ALGORITHMS.**

21                 (a) CIVIL RIGHTS PROTECTIONS.—

22                         (1) IN GENERAL.—A covered entity or a service  
23                         provider may not collect, process, or transfer covered  
24                         data in a manner that discriminates in or otherwise  
25                         makes unavailable the equal enjoyment of goods or

1 services on the basis of race, color, religion, national  
2 origin, sex, or disability.

3 (2) EXCEPTIONS.—This subsection shall not  
4 apply to—

5 (A) the collection, processing, or transfer  
6 of covered data for the purpose of—

7 (i) a covered entity's or a service pro-  
8 vider's self-testing to prevent or mitigate  
9 unlawful discrimination; or

10 (ii) diversifying an applicant, partici-  
11 pant, or customer pool; or

12 (B) any private club or group not open to  
13 the public, as described in section 201(e) of the  
14 Civil Rights Act of 1964 (42 U.S.C. 2000a(e)).

15 (b) FTC ENFORCEMENT ASSISTANCE.—

16 (1) IN GENERAL.—Whenever the Commission  
17 obtains information that a covered entity or service  
18 provider may have collected, processed, or trans-  
19 ferred covered data in violation of subsection (a), the  
20 Commission shall transmit such information as al-  
21 lowable under Federal law to any Executive agency  
22 with authority to initiate enforcement actions or pro-  
23 ceedings relating to such violation.

24 (2) ANNUAL REPORT.—Not later than 3 years  
25 after the date of enactment of this Act, and annually



1           thereafter, the Commission shall submit to Congress  
2           a report that includes a summary of—

3                   (A) the types of information the Commis-  
4                   sion transmitted to Federal agencies under  
5                   paragraph (1) during the previous 1-year pe-  
6                   riod; and

7                   (B) how such information relates to Fed-  
8                   eral civil rights laws.

9           (3) TECHNICAL ASSISTANCE.—In transmitting  
10          information under paragraph (1), the Commission  
11          may consult and coordinate with, and provide tech-  
12          nical and investigative assistance, as appropriate, to  
13          such Executive agency.

14          (4) COOPERATION WITH OTHER AGENCIES.—  
15          The Commission may implement this subsection by  
16          executing agreements or memoranda of under-  
17          standing with the appropriate Federal agencies.

18          (c) ALGORITHM IMPACT AND EVALUATION.—

19                  (1) ALGORITHM IMPACT ASSESSMENT.—

20                          (A) IMPACT ASSESSMENT.—Notwith-  
21                          standing any other provision of law, not later  
22                          than 2 years after the date of enactment of this  
23                          Act, and annually thereafter, a large data hold-  
24                          er that uses an algorithm that may cause po-  
25                          tential harm to an individual, and uses such al-

1           algorithm solely or in part, to collect, process or  
2           transfer covered data must conduct an impact  
3           assessment of such algorithm in accordance  
4           with subparagraph (B).

5           (B) IMPACT ASSESSMENT SCOPE.—The im-  
6           pact assessment required under subparagraph  
7           (A) shall provide the following:

8                   (i) A detailed description of the design  
9                   process and methodologies of the algo-  
10                  rithm.

11                   (ii) A statement of the purpose, pro-  
12                   posed uses, and foreseeable capabilities  
13                   outside of the articulated proposed use of  
14                   the algorithm.

15                   (iii) A detailed description of the data  
16                   used by the algorithm, including the spe-  
17                   cific categories of data that will be proc-  
18                   essed as input and any data used to train  
19                   the model that the algorithm relies on.

20                   (iv) A description of the outputs pro-  
21                   duced by the algorithm.

22                   (v) An assessment of the necessity  
23                   and proportionality of the algorithm in re-  
24                   lation to its stated purpose, including rea-  
25                   sons for the superiority of the algorithm

1 over nonautomated decision making meth-  
2 ods; and

3 (vi) A detailed description of steps the  
4 large data holder has taken or will take to  
5 mitigate potential harms to individuals, in-  
6 cluding potential harms related to—

7 (I) any individual under the age  
8 of 17;

9 (II) making or facilitating adver-  
10 tising for, or determining access to, or  
11 restrictions on the use of housing,  
12 education, employment, healthcare, in-  
13 surance, or credit opportunities;

14 (III) determining access to, or re-  
15 strictions on the use of, any place of  
16 public accommodation, particularly as  
17 such harms relate to the protected  
18 characteristics of individuals, includ-  
19 ing race, color, religion, national ori-  
20 gin, sex, or disability; or

21 (IV) disparate impact on the  
22 basis of individuals' race, color, reli-  
23 gion, national origin, sex, or disability  
24 status.

1           (2) ALGORITHM DESIGN EVALUATION.—Not-  
2           withstanding any other provision of law, not later  
3           than 2 years after the date of enactment of this Act,  
4           a covered entity or service provider that knowingly  
5           develops an algorithm, solely or in part, to collect,  
6           process or transfer covered data or publicly available  
7           information shall prior to deploying the algorithm in  
8           interstate commerce evaluate the design, structure,  
9           and inputs of the algorithm, including any training  
10          data used to develop the algorithm, to reduce the  
11          risk of the potential harms identified under para-  
12          graph (1)(B).

13          (3) OTHER CONSIDERATIONS.—

14                (A) FOCUS.—In complying with para-  
15               graphs (1) or (2), a covered entity and a service  
16               provider may focus the impact assessment or  
17               evaluation on any algorithm, or portions of an  
18               algorithm, that may reasonably contribute to  
19               the risk of the potential harms identified under  
20               paragraph (1)(B).

21                (B) EXTERNAL, INDEPENDENT AUDITOR  
22               OR RESEARCHER.—To the extent possible, a  
23               covered entity and a service provider shall uti-  
24               lize an external, independent auditor or re-  
25               searcher to conduct an impact assessment

1 under paragraph (1) or an evaluation under  
2 paragraph (2).

3 (C) AVAILABILITY.—

4 (i) IN GENERAL.—A covered entity  
5 and a service provider—

6 (I) shall, not later than 30 days  
7 after completing an impact assess-  
8 ment or evaluation, submit the impact  
9 assessment and evaluation conducted  
10 under paragraphs (1) and (2) to the  
11 Commission;

12 (II) shall, upon request, make  
13 such impact assessment and evalua-  
14 tion available to Congress; and

15 (III) may make a summary of  
16 such impact assessment and evalua-  
17 tion publicly available in a place that  
18 is easily accessible to individuals.

19 (ii) TRADE SECRETS.—Covered enti-  
20 ties and service providers must make all  
21 submissions under this section to the Com-  
22 mission in unredacted form, but a covered  
23 entity and a service provider may redact  
24 and segregate any trade secrets (as defined  
25 in section 1839 of title 18, United States

1 Code) from public disclosure under this  
2 subparagraph.

3 (D) ENFORCEMENT.—The Commission  
4 may not use any information obtained solely  
5 and exclusively through a covered entity or a  
6 service provider’s disclosure of information to  
7 the Commission in compliance with this section  
8 for any purpose other than enforcing this Act,  
9 including the study and report provisions in  
10 paragraph 6 of this section. This provision shall  
11 not preclude the Commission from providing  
12 this information to Congress in response to a  
13 subpoena or official Congressional request.

14 (4) GUIDANCE.—Not later than 2 years after  
15 the date of enactment of this Act, the Commission  
16 shall, in consultation with the Secretary of Com-  
17 merce, or their respective designees, publish guid-  
18 ance regarding compliance with this section.

19 (5) RULEMAKING AND EXEMPTION.—The Com-  
20 mission shall have authority under section 553 of  
21 title 5, United States Code, to promulgate regula-  
22 tions as necessary to establish processes by which a  
23 large data holder—

1 (A) shall submit an impact assessment to  
2 the Commission under paragraph (3)(C)(i)(I);  
3 and

4 (B) may exclude from this subsection any  
5 algorithm that presents low or minimal risk for  
6 potential for harms to individuals (as identified  
7 under paragraph (1)(B)).

8 (6) STUDY AND REPORT.—

9 (A) STUDY.—The Commission, in con-  
10 sultation with the Secretary of Commerce or  
11 the Secretary's designee, shall conduct a study,  
12 to review any impact assessment or evaluation  
13 submitted under this paragraph. Such study  
14 shall include an examination of—

15 (i) best practices for the assessment  
16 and evaluation of algorithms; and

17 (ii) methods to reduce the risk of  
18 harm to individuals that may be related to  
19 the use of algorithms.

20 (B) REPORT.—

21 (i) INITIAL REPORT.—Not later than  
22 3 years after the date of enactment of this  
23 Act, the Commission, in consultation with  
24 the Secretary of Commerce or the Sec-  
25 retary's designee, shall submit to Congress

1 a report containing the results of the study  
2 conducted under subsection (a), together  
3 with recommendations for such legislation  
4 and administrative action as the Commis-  
5 sion determines appropriate.

6 (ii) ADDITIONAL REPORTS.—Not later  
7 than 3 years after submission of the initial  
8 report under clause (i), and as the Com-  
9 mission determines necessary thereafter,  
10 the Commission shall submit to Congress  
11 an updated version of such report.

12 **SEC. 208. DATA SECURITY AND PROTECTION OF COVERED**  
13 **DATA.**

14 (a) ESTABLISHMENT OF DATA SECURITY PRAC-  
15 TICES.—

16 (1) IN GENERAL.—A covered entity or service  
17 provider shall establish, implement, and maintain  
18 reasonable administrative, technical, and physical  
19 data security practices and procedures to protect  
20 and secure covered data against unauthorized access  
21 and acquisition.

22 (2) CONSIDERATIONS.—The reasonable admin-  
23 istrative, technical, and physical data security prac-  
24 tices required under paragraph (1) shall be appro-  
25 priate to—



1 (A) the size and complexity of the covered  
2 entity or service provider;

3 (B) the nature and scope of the covered  
4 entity or the service provider's collecting, proc-  
5 essing, or transferring of covered data;

6 (C) the volume and nature of the covered  
7 data collected, processed, or transferred by the  
8 covered entity or service provider;

9 (D) the sensitivity of the covered data col-  
10 lected, processed, or transferred;

11 (E) the current state of the art in adminis-  
12 trative, technical, and physical safeguards for  
13 protecting such covered data; and

14 (F) the cost of available tools to improve  
15 security and reduce vulnerabilities to unauthor-  
16 ized access and acquisition of such covered data  
17 in relation to the risks and nature of the cov-  
18 ered data.

19 (b) SPECIFIC REQUIREMENTS.—The data security  
20 practices required under subsection (a) shall include, at  
21 a minimum, the following practices:

22 (1) ASSESS VULNERABILITIES.—Identifying  
23 and assessing any material internal and external  
24 risk to, and vulnerability in, the security of each sys-  
25 tem maintained by the covered entity that collects,

1 processes or transfers covered data, or service pro-  
2 vider that collects, processes, or transfers covered  
3 data on behalf of the covered entity, including unau-  
4 thorized access to or risks to such covered data,  
5 human vulnerabilities, access rights, and the use of  
6 service providers. With respect to large data holders,  
7 such activities shall include a plan to receive and re-  
8 spond to unsolicited reports of vulnerabilities by any  
9 entity or individual.

10 (2) PREVENTIVE AND CORRECTIVE ACTION.—

11 Taking preventive and corrective action designed to  
12 mitigate any reasonably foreseeable risks or  
13 vulnerabilities to covered data identified by the cov-  
14 ered entity or service provider, consistent with the  
15 nature of such risk or vulnerability, which may in-  
16 clude implementing administrative, technical, or  
17 physical safeguards or changes to data security prac-  
18 tices or the architecture, installation, or implementa-  
19 tion of network or operating software, among other  
20 actions.

21 (3) EVALUATION OF PREVENTIVE AND CORREC-

22 TIVE ACTION.—Evaluating and making reasonable  
23 adjustments to the safeguards described in para-  
24 graph (2) in light of any material changes in tech-  
25 nology, internal or external threats to covered data,

1 and the covered entity or service provider's own  
2 changing business arrangements or operations.

3 (4) INFORMATION RETENTION AND DIS-  
4 POSAL.—Disposing of covered data that is required  
5 to be deleted by law or is no longer necessary for the  
6 purpose for which the data was collected, processed  
7 or transferred, unless an individual has provided af-  
8 firmative express consent to such retention. Such  
9 disposal shall include destroying, permanently eras-  
10 ing, or otherwise modifying the covered data to  
11 make such data permanently unreadable or indeci-  
12 pherable and unrecoverable to ensure ongoing com-  
13 pliance with this section.

14 (5) TRAINING.—Training each employee with  
15 access to covered data on how to safeguard covered  
16 data and updating such training as necessary.

17 (6) DESIGNATION.—Designating an officer, em-  
18 ployee, or employees to maintain and implement  
19 such practices.

20 (7) INCIDENT RESPONSE.—Implementing pro-  
21 cedures to detect, respond to, or recover from secu-  
22 rity incidents or breaches.

23 (c) REGULATIONS.—The Commission may promul-  
24 gate in accordance with section 553 of title 5, United

1 States Code, technology-neutral regulations to establish  
2 processes for complying with this section.

3 (d) **APPLICABILITY OF OTHER INFORMATION SECUR-**  
4 **RITY LAWS.**—A covered entity that is required to comply  
5 with title V of the Gramm-Leach-Bliley Act (15 U.S.C.  
6 6801 et seq.) or the Health Information Technology for  
7 Economic and Clinical Health Act (42 U.S.C. 17931 et  
8 seq.), and is in compliance with the information security  
9 requirements of such Act as determined by the enforce-  
10 ment authority in such Act, shall be deemed to be in com-  
11 pliance with the requirements of this section with respect  
12 to any data covered by such information security require-  
13 ments.

14 **SEC. 209. SMALL BUSINESS PROTECTIONS.**

15 (a) **IN GENERAL.**—

16 (1) Any covered entity or service provider that  
17 can establish that it met the requirements described  
18 in paragraph (2) for the period of the 3 preceding  
19 calendar years (or for the period during which the  
20 covered entity has been in existence if such period  
21 is less than 3 years) shall—

22 (A) be exempt from compliance with sec-  
23 tions 203(a)(4), 208(b)(1)–(3), (5)–(7),  
24 301(c); and

1 (B) at the covered entity's sole discretion,  
2 have the option of complying with section  
3 203(a)(2) by, after receiving a verified request  
4 from an individual to correct covered data of  
5 the individual under such section, deleting such  
6 covered data in its entirety instead of making  
7 the requested correction.

8 (2) EXEMPTION REQUIREMENTS.—The require-  
9 ments of this paragraph are, with respect to a cov-  
10 ered entity or a service provider and a period, the  
11 following:

12 (A) The covered entity or service provider's  
13 average annual gross revenues during the pe-  
14 riod did not exceed \$41,000,000.

15 (B) The covered entity or service provider,  
16 on average, did not annually collect or process  
17 the covered data of more than 200,000 individ-  
18 uals during the period beyond the purpose of  
19 initiating, rendering, billing for, finalizing, com-  
20 pleting, or otherwise collecting payment for a  
21 requested service or product, so long as all cov-  
22 ered data for such purpose is deleted or de-  
23 identified within 90 days.

24 (C) The covered entity or service provider  
25 did not derive more than 50 percent of its rev-

1           enue from transferring covered data during any  
2           year (or part of a year if the covered entity has  
3           been in existence for less than 1 year) that oc-  
4           curs during the period.

5           (3) DEFINITION.—For purposes of this section,  
6           the term “revenue” as it relates to any covered enti-  
7           ty that is not organized to carry on business for its  
8           own profit or that of their members, means the  
9           gross receipts the covered entity received in whatever  
10          form from all sources without subtracting any costs  
11          or expenses, and includes contributions, gifts,  
12          grants, dues or other assessments, income from in-  
13          vestments, or proceeds from the sale of real or per-  
14          sonal property.

15          (4) JOURNALISM.—Nothing in this Act shall be  
16          construed to limit or diminish First Amendment  
17          freedoms to gather and publish information guaran-  
18          teed under the Constitution.

19   **SEC. 210. UNIFIED OPT-OUT MECHANISMS.**

20          For the rights established under sections 204(b) and  
21          (c), and section 206(c)(3)(D) not later than 18 months  
22          after the date of enactment of this Act, the Commission  
23          shall establish one or more acceptable privacy protective,  
24          centralized mechanisms, including global privacy signals  
25          such as browser or device privacy settings, for individuals

1 to exercise all such rights through a single interface for  
2 a covered entity to utilize to allow an individual to make  
3 such opt out designations with respect to covered data re-  
4 lated to such individual.

5 **TITLE III—CORPORATE**  
6 **ACCOUNTABILITY**

7 **SEC. 301. EXECUTIVE RESPONSIBILITY.**

8 (a) IN GENERAL.—Beginning 1 year after the date  
9 of enactment of this Act, an executive officer of a large  
10 data holder shall annually certify, in good faith, to the  
11 Commission, in a manner specified by the Commission by  
12 regulation under section 553 of title 5, United States  
13 Code, that the entity maintains—

14 (1) internal controls reasonably designed to  
15 comply with this Act; and

16 (2) reporting structures to ensure that such  
17 certifying officers are involved in, and are respon-  
18 sible for, decisions that impact the entity's compli-  
19 ance with this Act.

20 (b) REQUIREMENTS.—A certification submitted  
21 under subsection (a) shall be based on a review of the ef-  
22 fectiveness of a large data holder's internal controls and  
23 reporting structures that is conducted by the certifying of-  
24 ficers not more than 90 days before the submission of the  
25 certification.

1 (c) DESIGNATION OF PRIVACY AND DATA SECURITY  
2 OFFICER.—

3 (1) IN GENERAL.—A covered entity and a serv-  
4 ice provider shall designate—

5 (A) 1 or more qualified employees as pri-  
6 vacy officers; and

7 (B) 1 or more qualified employees (in addi-  
8 tion to any employee designated under subpara-  
9 graph (A)) as data security officers.

10 (2) REQUIREMENTS FOR OFFICERS.—An em-  
11 ployee who is designated by a covered entity or a  
12 service provider as a privacy officer or a data secu-  
13 rity officer shall, at a minimum—

14 (A) implement a data privacy program and  
15 data security program to safeguard the privacy  
16 and security of covered data in compliance with  
17 the requirements of this Act; and

18 (B) facilitate the covered entity or service  
19 provider's ongoing compliance with this Act.

20 (3) ADDITIONAL REQUIREMENTS FOR LARGE  
21 DATA HOLDERS.—A large data holder shall des-  
22 ignate at least 1 of the officers described in para-  
23 graph (1) of this subsection to report directly to the  
24 highest official at the large data holder as a privacy  
25 protection officer who shall, in addition to the re-



1 requirements in paragraph (2), either directly or  
2 through a supervised designee or designees—

3 (A) establish processes to periodically re-  
4 view and update the privacy and security poli-  
5 cies, practices, and procedures of the large data  
6 holder, as necessary;

7 (B) conduct biennial and comprehensive  
8 audits to ensure the policies, practices, and pro-  
9 cedures of the large data holder work to ensure  
10 the company is in compliance with all applicable  
11 laws and ensure such audits are accessible to  
12 the Commission upon such request;

13 (C) develop a program to educate and  
14 train employees about compliance requirements;

15 (D) maintain updated, accurate, clear, and  
16 understandable records of all privacy and data  
17 security practices undertaken by the large data  
18 holder; and

19 (E) serve as the point of contact between  
20 the large data holder and enforcement authori-  
21 ties.

22 (d) LARGE DATA HOLDER PRIVACY IMPACT ASSESS-  
23 MENTS.—

24 (1) IN GENERAL.—Not later than 1 year after  
25 the date of enactment of this Act or 1 year after the

1 date that a covered entity or service provider first  
2 meets the definition of large data holder, whichever  
3 is earlier, and biennially thereafter, each large data  
4 holder shall conduct a privacy impact assessment  
5 that weighs the benefits of the large data holder's  
6 covered data collecting, processing, and transfer  
7 practices against the potential adverse consequences  
8 of such practices to individual privacy.

9 (2) ASSESSMENT REQUIREMENTS.—A privacy  
10 impact assessment required under paragraph (1)  
11 shall be—

12 (A) reasonable and appropriate in scope  
13 given—

14 (i) the nature of the covered data col-  
15 lected, processed, and transferred by the  
16 large data holder;

17 (ii) the volume of the covered data  
18 collected, processed, and transferred by the  
19 large data holder; and

20 (iii) the potential risks posed to the  
21 privacy of individuals by the collecting,  
22 processing, and transfer of covered data by  
23 the large data holder;

24 (B) documented in written form and main-  
25 tained by the large data holder unless rendered

1 out of date by a subsequent assessment con-  
2 ducted under paragraph (1); and

3 (C) approved by the privacy protection offi-  
4 cer designated in subsection (c)(3) of the large  
5 data holder.

6 (3) **ADDITIONAL FACTORS TO INCLUDE IN AS-**  
7 **SESSMENT.**—In assessing the privacy risks, includ-  
8 ing substantial privacy risks, the large data holder  
9 may include reviews of the means by which tech-  
10 nologies, including blockchain and distributed ledger  
11 technologies and other emerging technologies, are  
12 used to secure covered data.

13 **SEC. 302. SERVICE PROVIDERS AND THIRD PARTIES.**

14 (a) **SERVICE PROVIDERS.**—A service provider—

15 (1) shall only collect, process, and transfer serv-  
16 ice provider data to the extent strictly necessary and  
17 proportionate to provide a service requested by the  
18 covered entity. This paragraph shall not require a  
19 service provider to collect or process covered data if  
20 the service provider would not otherwise do so;

21 (2) shall not collect, process, or transfer service  
22 provider data if the service provider has actual  
23 knowledge that the covered entity violated this Act  
24 with respect to such data;

1           (3) shall assist a covered entity in fulfilling the  
2 covered entity's obligation to respond to individual  
3 rights requests pursuant to section 203, by appropriate technical and organizational measures, taking  
4 into account the nature of the processing and the information reasonably available to the service provider;  
5  
6  
7

8           (4) may engage another service provider for  
9 purposes of processing service provider data on behalf of a covered entity only after providing the covered  
10 entity that is directing the services or functions of the service provider with respect to such service  
11 provider data with notice, and pursuant to a written contract that requires such other service provider to  
12 satisfy the obligations of the service provider with respect to such service provider data;  
13  
14  
15  
16

17           (5) shall upon the reasonable request of the  
18 covered entity, make available to the covered entity information necessary to demonstrate the service  
19 provider's compliance with the obligations in this Act, which may include making available a report of  
20 an independent assessment arranged by the service provider on terms agreed to by the parties and making  
21 the report required under section 207(c)(2) as applicable;  
22  
23  
24  
25

1           (6) shall, at the covered entity's direction, de-  
2           lete or return all covered data to the covered entity  
3           as requested at the end of the provision of services,  
4           unless retention of the covered data is required by  
5           law;

6           (7) shall not transfer service provider data to  
7           any person with the exception of another service pro-  
8           vider without the affirmative express consent, ob-  
9           tained by the covered entity with the direct relation-  
10          ship to the individual that is directing the services  
11          or functions of the service provider with respect to  
12          the service provider data, of the individual to whom  
13          the service provider data is linked or reasonably  
14          linkable;

15          (8) shall develop, implement, and maintain rea-  
16          sonable administrative, technical, and physical safe-  
17          guards that are designed to protect the security and  
18          confidentiality of covered data it processes consistent  
19          with section 208; and

20          (9) shall be exempt from the requirements of  
21          section 202(d) with respect to service provider data  
22          but shall provide direct notification regarding mate-  
23          rial changes to its privacy policy to each covered en-  
24          tity with which it provides services or functions as  
25          a service provider, in each language that the privacy

1 policy is made available. Compliance with this provi-  
2 sion does not alleviate any obligations the service  
3 provider has to the covered entity to which it pro-  
4 vides services or functions as a service provider.

5 (b) CONTRACTS BETWEEN COVERED ENTITIES AND  
6 SERVICE PROVIDERS.—A person or entity may act as a  
7 service provider pursuant to a written contract between  
8 the covered entity and the service provider, or a written  
9 contract between one service provider and a second service  
10 provider as permitted in section 302(a)(4), provided that  
11 the contract—

12 (1) governs the service provider’s data proc-  
13 essing procedures with respect to processing or  
14 transfer performed on behalf of the covered entity or  
15 service provider;

16 (2) clearly sets forth—

17 (A) instructions for processing data;

18 (B) the nature and purpose of processing;

19 (C) the type of data subject to processing;

20 (D) the duration of processing; and

21 (E) the rights and obligations of both par-

22 ties; and

23 (3) does not relieve a covered entity or a service  
24 provider of an obligation under this Act; and

25 (4) prohibits—

1 (A) collecting, processing, or transferring  
2 covered data in contravention to subsection (a);  
3 and

4 (B) combining service provider data with  
5 covered data which the service provider receives  
6 from or on behalf of another person or persons  
7 or collects from its own interaction with an in-  
8 dividual. The contract may, subject to agree-  
9 ment with the service provider, permit a covered  
10 entity to monitor the service provider's compli-  
11 ance with the contract through measures in-  
12 cluding, but not limited to, ongoing manual re-  
13 views and automated scans, and regular assess-  
14 ments, audits, or other technical and oper-  
15 ational testing at least once every 12 months.

16 (c) RELATIONSHIP BETWEEN COVERED ENTITIES  
17 AND SERVICE PROVIDERS.—

18 (1) Determining whether a person is acting as  
19 a covered entity or service provider with respect to  
20 a specific processing of data is a fact-based deter-  
21 mination that depends upon the context in which  
22 such data is processed.

23 (2) A covered entity or service provider that  
24 transfers covered data to a service provider, in com-  
25 pliance with the requirements of this Act, is not lia-

1 ble for a violation of this Act by the service provider  
2 to whom such covered data was transferred, this Act  
3 provided that, at the time of transferring such cov-  
4 ered data, the covered entity or service provider did  
5 not know or have reason to know that the service  
6 provider would likely commit a violation of this Act.

7 (3) A covered entity or service provider that re-  
8 ceives covered data in compliance with the require-  
9 ments of this Act is not in violation of this Act as  
10 a result of a violation by a covered entity or service  
11 provider from which it receives such covered data.

12 (d) THIRD PARTIES.—A third party—

13 (1) shall not process third party data for a  
14 processing purpose other than, in the case of sen-  
15 sitive covered data, the processing purpose for which  
16 the individual gave affirmative express consent and,  
17 in the case of non-sensitive data, the processing pur-  
18 pose for which the covered entity made a disclosure  
19 pursuant to section 204(b)(4);

20 (2) for purposes of paragraph (1), may reason-  
21 ably rely on representations made by the covered en-  
22 tity that transferred the third party data , provided  
23 that the third party conducts reasonable due dili-  
24 gence on the representations of the covered entity  
25 and finds those representations to be credible; and



1           (3) shall be exempt from the requirements of  
2           section 204 with respect to third party data, but  
3           shall otherwise have the same responsibilities and  
4           obligations as a covered entity with respect to such  
5           data under all other provisions of this Act.

6           (e) **ADDITIONAL OBLIGATIONS ON COVERED ENTI-**  
7 **TIES.—**

8           (1) **IN GENERAL.—**A covered entity or service  
9           provider shall exercise reasonable due diligence in—  
10           (A) selecting a service provider; and  
11           (B) deciding to transfer covered data to a  
12           third party.

13           (2) **GUIDANCE.—**Not later than 2 years after  
14           the date of enactment of this Act, the Commission  
15           shall publish guidance regarding compliance with  
16           this subsection, taking into consideration the bur-  
17           dens on small- and medium-sized covered entities.

18 **SEC. 303. TECHNICAL COMPLIANCE PROGRAMS.**

19           (a) **IN GENERAL.—**Not later than 1 year after the  
20           date of the enactment of this Act, the Commission shall  
21           promulgate regulations under section 553 of title 5,  
22           United States Code, to establish a process for the proposal  
23           and approval of technical compliance programs under this  
24           section specific to any technology, product, service, or

1 method used by a covered entity to collect, process, or  
2 transfer covered data.

3 (b) SCOPE OF PROGRAMS.—The technical compliance  
4 programs established under this section shall, with respect  
5 to a technology, product, service, or method used by a cov-  
6 ered entity to collect, process, or transfer covered data—

7 (1) establish guidelines for compliance with this  
8 Act;

9 (2) meet or exceed the requirements of this Act;  
10 and

11 (3) be made publicly available to any individual  
12 whose covered data is collected, processed, or trans-  
13 ferred using such technology, product, service, or  
14 method.

15 (c) APPROVAL PROCESS.—

16 (1) IN GENERAL.—Any request for approval,  
17 amendment, or repeal of a technical compliance pro-  
18 gram may be submitted to the Commission by any  
19 person, including a covered entity, a representative  
20 of a covered entity, an association of covered enti-  
21 ties, or a public interest group or organization.  
22 Within 90 days, the Commission shall publish the  
23 request and provide an opportunity for public com-  
24 ment on the proposal.

1           (2) EXPEDITED RESPONSE TO REQUESTS.—Be-  
2           ginning 1 year after the date of enactment of this  
3           Act, the Commission shall act upon a request for the  
4           proposal and approval of a technical compliance pro-  
5           gram not later than 180 days after the filing of the  
6           request, and shall set forth publicly in writing its  
7           conclusions with regard to such request.

8           (d) RIGHT TO APPEAL.—Final action by the Com-  
9           mission on a request for approval, amendment, or repeal  
10          of a technical compliance program, or the failure to act  
11          within the 180 day period after a request for approval,  
12          amendment, or repeal of a technical compliance program  
13          is made under subsection (c), may be appealed to a Fed-  
14          eral district court of the United States of appropriate ju-  
15          risdiction as provided for in section 702 of title 5, United  
16          States Code.

17          (e) EFFECT ON ENFORCEMENT.—

18               (1) IN GENERAL.—Prior to commencing an in-  
19               vestigation or enforcement action against any cov-  
20               ered entity under this Act, the Commission and  
21               state Attorney General shall consider the covered en-  
22               tity’s history of compliance with any technical com-  
23               pliance program approved under this section and  
24               any action taken by the covered entity to remedy  
25               noncompliance with such program. If such enforce-

1       ment action described in Sec. 403 is commenced, the  
2       covered entity's history of compliance with any tech-  
3       nical compliance program approved under this sec-  
4       tion and any action taken by the covered entity to  
5       remedy noncompliance with such program shall be  
6       taken into consideration when determining liability  
7       or a penalty. The covered entity's history of compli-  
8       ance with any technical compliance program shall  
9       not affect any burden of proof or the weight given  
10      to evidence in an enforcement or judicial proceeding.

11           (2) COMMISSION AUTHORITY.—Approval of a  
12      technical compliance program shall not limit the au-  
13      thority of the Commission, including the Commis-  
14      sion's authority to commence an investigation or en-  
15      forcement action against any covered entity under  
16      this Act or any other Act.

17           (3) RULE OF CONSTRUCTION.—Nothing in this  
18      subsection shall provide any individual, class of indi-  
19      viduals, or person with any right to seek discovery  
20      of any non-public Commission deliberations or activi-  
21      ties or impose any pleading requirement on the  
22      Commission should it bring an enforcement action of  
23      any kind.

1 **SEC. 304. COMMISSION APPROVED COMPLIANCE GUIDE-**  
2 **LINES.**

3 (a) APPLICATION FOR COMPLIANCE GUIDELINE AP-  
4 PROVAL.—

5 (1) IN GENERAL.—A covered entity that is not  
6 a third-party collecting entity and meets the require-  
7 ments of section 209, or a group of such covered en-  
8 tities, may apply to the Commission for approval of  
9 1 or more sets of compliance guidelines governing  
10 the collection, processing, and transfer of covered  
11 data by the covered entity or group of covered enti-  
12 ties.

13 (2) APPLICATION REQUIREMENTS.—Such appli-  
14 cation shall include—

15 (A) a description of how the proposed  
16 guidelines will meet or exceed the requirements  
17 of this Act;

18 (B) a description of the entities or activi-  
19 ties the proposed set of compliance guidelines is  
20 designed to cover;

21 (C) a list of the covered entities that meet  
22 the requirements of section 209 and are not  
23 third-party collecting entities, if any are known  
24 at the time of application, that intend to adhere  
25 to the compliance guidelines; and

1 (D) a description of how such covered enti-  
2 ties will be independently assessed for adher-  
3 ence to such compliance guidelines, including  
4 the independent organization not associated  
5 with any of the covered entities that may par-  
6 ticipate in guidelines that will administer such  
7 guidelines.

8 (3) COMMISSION REVIEW.—

9 (A) INITIAL APPROVAL.—

10 (i) PUBLIC COMMENT PERIOD.—With-  
11 in 90 days after the receipt of proposed  
12 guidelines submitted pursuant to para-  
13 graph (2), the Commission shall publish  
14 the proposal and provide an opportunity  
15 for public comment on such compliance  
16 guidelines.

17 (ii) APPROVAL.—The Commission  
18 shall approve an application regarding pro-  
19 posed guidelines under paragraph (2) if  
20 the applicant demonstrates that the com-  
21 pliance guidelines—

22 (I) meet or exceed requirements  
23 of this Act;

24 (II) provide for the regular re-  
25 view and validation by an independent

1 organization not associated with any  
2 of the covered entities that may par-  
3 ticipate in the guidelines and that is  
4 approved by the Commission to con-  
5 duct such reviews of the compliance  
6 guidelines of the covered entity or en-  
7 tities to ensure that the covered entity  
8 or entities continue to meet or exceed  
9 the requirements of this Act; and

10 (III) include a means of enforce-  
11 ment if a covered entity does not meet  
12 or exceed the requirements in the  
13 guidelines, which may include referral  
14 to the Commission for enforcement  
15 consistent with section 401 or referral  
16 to the appropriate State attorney gen-  
17 eral for enforcement consistent with  
18 section 402.

19 (iii) **TIMELINE.**—Within 1 year of re-  
20 ceiving an application regarding proposed  
21 guidelines under paragraph (2), the Com-  
22 mission shall issue a determination approv-  
23 ing or denying the application and pro-  
24 viding its reasons for approving or denying  
25 such application.

1 (B) APPROVAL OF MODIFICATIONS.—

2 (i) IN GENERAL.—If the independent  
3 organization administering a set of guide-  
4 lines makes material changes to guidelines  
5 previously approved by the Commission,  
6 the independent organization must submit  
7 the updated guidelines to the Commission  
8 for approval. As soon as feasible, the Com-  
9 mission shall publish the updated guide-  
10 lines and provide an opportunity for public  
11 comment.

12 (ii) TIMELINE.—The Commission  
13 shall approve or deny any material change  
14 to the guidelines within 180 days after re-  
15 ceipt of the submission for approval.

16 (b) WITHDRAWAL OF APPROVAL.—If at any time the  
17 Commission determines that the guidelines previously ap-  
18 proved no longer meet the requirements of this Act or a  
19 regulation promulgated under this Act or that compliance  
20 with the approved guidelines is insufficiently enforced by  
21 the independent organization administering the guidelines,  
22 the Commission shall notify the covered entities or group  
23 of such entities and the independent organization of its  
24 determination to withdraw approval of such guidelines and  
25 the basis for doing so. Upon receipt of such notice, the



1 covered entity or group of such entities and the inde-  
2 pendent organization may cure any alleged deficiency with  
3 the guidelines or the enforcement of such guidelines within  
4 180 days and submit the proposed cure or cures to the  
5 Commission. If the Commission determines that such  
6 cures eliminate the alleged deficiency in the guidelines,  
7 then the Commission may not withdraw approval of such  
8 guidelines on the basis of such determination.

9 (c) DEEMED COMPLIANCE.—A covered entity that is  
10 eligible to participate under subsection (a)(1), and partici-  
11 pates, in guidelines approved under this section shall be  
12 deemed in compliance with the relevant provisions of this  
13 Act if it is in compliance with such guidelines.

14 **SEC. 305. DIGITAL CONTENT FORGERIES.**

15 (a) REPORTS.—Not later than 1 year after the date  
16 of enactment of this Act, and annually thereafter, the Sec-  
17 retary of Commerce or the Secretary's designee shall pub-  
18 lish a report regarding digital content forgeries.

19 (b) REQUIREMENTS.—Each report under subsection  
20 (a) shall include the following:

21 (1) A definition of digital content forgeries  
22 along with accompanying explanatory materials, ex-  
23 cept that the definition developed pursuant to this  
24 section shall not supersede any other provision of

1 law or be construed to limit the authority of any ex-  
2 ecutive agency related to digital content forgeries.

3 (2) A description of the common sources of dig-  
4 ital content forgeries in the United States and com-  
5 mercial sources of digital content forgery tech-  
6 nologies.

7 (3) An assessment of the uses, applications, and  
8 harms of digital content forgeries.

9 (4) An analysis of the methods and standards  
10 available to identify digital content forgeries as well  
11 as a description of the commercial technological  
12 counter-measures that are, or could be, used to ad-  
13 dress concerns with digital content forgeries, which  
14 may include the provision of warnings to viewers of  
15 suspect content.

16 (5) A description of the types of digital content  
17 forgeries, including those used to commit fraud,  
18 cause harm, or violate any provision of law.

19 (6) Any other information determined appro-  
20 priate by the Secretary of Commerce or the Sec-  
21 retary's designee.

1 **TITLE IV—ENFORCEMENT, AP-**  
2 **PLICABILITY, AND MISCELLA-**  
3 **NEOUS**

4 **SEC. 401. ENFORCEMENT BY THE FEDERAL TRADE COM-**  
5 **MISSION.**

6 (a) NEW BUREAU.—

7 (1) IN GENERAL.—The Commission shall estab-  
8 lish within the Commission a new bureau, the Bu-  
9 reau of Privacy, which shall be comparable in struc-  
10 ture, size, organization, and authority to the existing  
11 Bureaus within the Commission related to consumer  
12 protection and competition.

13 (2) MISSION.—The mission of the bureau es-  
14 tablished under this subsection shall be to assist the  
15 Commission in exercising the Commission’s author-  
16 ity under this Act and related authorities.

17 (3) TIMELINE.—The bureau shall be estab-  
18 lished, staffed, and fully operational not later than  
19 1 year after the date of enactment of this Act.

20 (b) OFFICE OF BUSINESS MENTORSHIP.—The Direc-  
21 tor of the Bureau established under subsection (a) shall  
22 establish within the Bureau an Office of Business  
23 Mentorship to provide guidance and education to covered  
24 entities regarding compliance with this Act. Covered enti-  
25 ties may request advice from the Commission or this office

1 with respect to a course of action which the covered entity  
2 proposes to pursue and which may relate to the require-  
3 ments of this Act.

4 (c) ENFORCEMENT BY THE FEDERAL TRADE COM-  
5 MISSION.—

6 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-  
7 TICES.—A violation of this Act or a regulation pro-  
8 mulgated under this Act shall be treated as a viola-  
9 tion of a rule defining an unfair or deceptive act or  
10 practice prescribed under section 18(a)(1)(B) of the  
11 Federal Trade Commission Act (15 U.S.C.  
12 57a(a)(1)(B)).

13 (2) POWERS OF THE COMMISSION.—

14 (A) IN GENERAL.—Except as provided in  
15 paragraphs (3), (4), and (5), the Commission  
16 shall enforce this Act and the regulations pro-  
17 mulgated under this Act in the same manner,  
18 by the same means, and with the same jurisdic-  
19 tion, powers, and duties as though all applicable  
20 terms and provisions of the Federal Trade  
21 Commission Act (15 U.S.C. 41 et seq.) were in-  
22 corporated into and made a part of this Act.

23 (B) PRIVILEGES AND IMMUNITIES.—Any  
24 person who violates this Act or a regulation  
25 promulgated under this Act shall be subject to

1 the penalties and entitled to the privileges and  
2 immunities provided in the Federal Trade Com-  
3 mission Act (15 U.S.C. 41 et seq.).

4 (3) LIMITING CERTAIN ACTIONS UNRELATED  
5 TO THIS ACT.—If the Commission brings a civil ac-  
6 tion under this Act alleging that an act or practice  
7 violates this Act or a regulation promulgated under  
8 this Act, the Commission may not seek a cease and  
9 desist order against the same defendant under sec-  
10 tion 5(b) of the Federal Trade Commission Act (15  
11 U.S.C. 45(b)) to stop that same act or practice on  
12 the grounds that such act or practice constitutes an  
13 unfair or deceptive act or practice.

14 (4) COMMON CARRIERS AND NONPROFITS.—  
15 Notwithstanding any jurisdictional limitation of the  
16 Commission with respect to consumer protection or  
17 privacy, the Commission shall enforce this Act and  
18 the regulations promulgated under this Act, in the  
19 same manner provided in subsections (1), (2), (3),  
20 and (5) of this subsection, with respect to common  
21 carriers subject to the Communications Act of 1934  
22 (47 U.S.C. 151 et seq) and All Acts amendatory  
23 thereof and supplementary thereto; and organiza-  
24 tions not organized to carry on business for their  
25 own profit or that of their members.

1           (5) DATA PRIVACY AND SECURITY VICTIMS RE-  
2 LIEF FUND.—

3           (A) ESTABLISHMENT OF VICTIMS RELIEF  
4 FUND.—There is established in the Treasury of  
5 the United States a separate fund to be known  
6 as the “Privacy and Security Victims Relief  
7 Fund” (referred to in this paragraph as the  
8 “Victims Relief Fund”).

9           (B) DEPOSITS.—

10           (i) DEPOSITS.—The amount of any  
11 civil penalty obtained against any covered  
12 entity or service provider or any other re-  
13 lief ordered to provide redress, payments  
14 or compensation, or other monetary relief  
15 to individuals that cannot be located or the  
16 payment of which would otherwise not be  
17 practicable in any judicial or administra-  
18 tive action to enforce this Act or a regula-  
19 tion promulgated under this Act shall be  
20 deposited into the Victims Relief Fund.

21           (C) USE OF FUND AMOUNTS.—

22           (i) AVAILABILITY TO THE COMMIS-  
23 SION.—Notwithstanding section 3302 of  
24 title 31, United States Code, amounts in  
25 the Victims Relief Fund shall be available

1 to the Commission, without fiscal year lim-  
2 itation, to provide redress, payments or  
3 compensation, or other monetary relief to  
4 individuals affected by an act or practice  
5 for which relief has been obtained under  
6 this Act.

7 (ii) OTHER PERMISSIBLE USES.—To  
8 the extent that individuals cannot be lo-  
9 cated or such redress, payments or com-  
10 pensation, or other monetary relief are oth-  
11 erwise not practicable, the Commission  
12 may use such funds for the purpose of—

13 (I) funding the activities of the  
14 Office of Business Mentorship estab-  
15 lished under subsection (b); or

16 (II) engaging in technological re-  
17 search that the Commission considers  
18 necessary to enforce or administer  
19 this Act.

20 **SEC. 402. ENFORCEMENT BY STATE ATTORNEYS GENERAL.**

21 (a) CIVIL ACTION.—In any case in which the attor-  
22 ney general of a State or State Privacy Authority has rea-  
23 son to believe that an interest of the residents of that state  
24 has been, may be, or is adversely affected by the engage-  
25 ment of any a covered entity or service provider in an act

1 or practice that has violated this Act or a regulation pro-  
2 mulgated under this Act, the attorney general of the State,  
3 or State Privacy Authority, may bring a civil action in the  
4 name of the State, or as *parens patriae* on behalf of the  
5 residents of the State. Any such action shall be brought  
6 exclusively in an appropriate Federal district court of the  
7 United States to—

8 (1) enjoin that act or practice;

9 (2) enforce compliance with this Act or the reg-  
10 ulation;

11 (3) obtain damages, civil penalties, restitution,  
12 or other compensation on behalf of the residents of  
13 the State; or

14 (4) reasonable attorneys' fees and other litiga-  
15 tion costs reasonably incurred.

16 (b) RIGHTS OF THE COMMISSION.—

17 (1) IN GENERAL.—Except where not feasible,  
18 the attorney general of a State or State Privacy Au-  
19 thority shall notify the Commission in writing prior  
20 to initiating a civil action under subsection (a). Such  
21 notice shall include a copy of the complaint to be  
22 filed to initiate such action. Upon receiving such no-  
23 tice, the Commission may intervene in such action as  
24 of right pursuant to the Federal Rules of Civil Pro-  
25 cedure.



1           (2) NOTIFICATION TIMELINE.—Where it is not  
2           feasible for the attorney general of a State or State  
3           Privacy Authority to provide the notification re-  
4           quired by paragraph (1) before initiating a civil ac-  
5           tion under subsection (a), the attorney general of a  
6           State or State Privacy Authority shall notify the  
7           Commission immediately after initiating the civil ac-  
8           tion.

9           (c) ACTIONS BY THE COMMISSION.—In any case in  
10          which a civil action is instituted by or on behalf of the  
11          Commission for violation of this Act or a regulation pro-  
12          mulgated under this Act, no attorney general or State Pri-  
13          vacy Authority may, during the pendency of such action,  
14          institute a civil action against any defendant named in the  
15          complaint in the action instituted by or on behalf of the  
16          Commission for violation of this Act or a regulation pro-  
17          mulgated under this Act that is alleged in such complaint,  
18          if the Commission’s complaint alleges such violations af-  
19          fected the residents of the relevant state or individuals na-  
20          tionwide. In a case brought by the Commission that af-  
21          fects the interests of a State, an attorney general of such  
22          state or State Privacy Authority may intervene as of right  
23          pursuant to the Federal Rules of Civil Procedure.

24          (d) RULE OF CONSTRUCTION.—Nothing in this sec-  
25          tion shall be construed to prevent the attorney general of

1 a State or State Privacy Authority from exercising the  
2 powers conferred on the attorney general or State Privacy  
3 Authority to conduct investigations, to administer oaths  
4 or affirmations, or to compel the attendance of witnesses  
5 or the production of documentary or other evidence.

6 (e) PRESERVATION OF STATE POWERS.—Except as  
7 provided in subsection (c), no provision of this section  
8 shall be construed as altering, limiting, or affecting the  
9 authority of a State attorney general or State Privacy Au-  
10 thority to—

11 (1) bring an action or other regulatory pro-  
12 ceeding arising solely under the laws in effect in that  
13 State; or

14 (2) exercise the powers conferred on the attor-  
15 ney general or State Privacy Authority by the laws  
16 of the State, including the ability to conduct inves-  
17 tigation, administer oaths or affirmations, or com-  
18 pel the attendance of witnesses or the production of  
19 documentary or other evidence.

20 **SEC. 403. ENFORCEMENT BY INDIVIDUALS.**

21 (a) ENFORCEMENT BY INDIVIDUALS.—

22 (1) IN GENERAL.—Beginning 4 years after the  
23 date on which this Act takes effect, any individual  
24 who suffers an injury that could be addressed by the  
25 relief permitted in paragraph (2) for a violation of

1       this Act or a regulation promulgated under this Act  
2       by a covered entity may bring a civil action against  
3       such entity in any Federal court of competent juris-  
4       diction.

5           (2) RELIEF.—In a civil action brought under  
6       paragraph (1) in which the plaintiff prevails, the  
7       court may award the plaintiff—

8           (A) an amount equal to the sum of any ac-  
9       tual damages sustained;

10          (B) injunctive relief; and

11          (C) reasonable attorney’s fees and litiga-  
12       tion costs.

13          (3) RIGHTS OF THE COMMISSION AND STATE  
14       ATTORNEYS GENERAL.—

15           (A) IN GENERAL.—Prior to an individual  
16       bringing a civil action under paragraph (1),  
17       such individual must first notify the Commis-  
18       sion and the attorney general of the State of  
19       the individuals residence in writing outlining  
20       their desire to commence a civil action. Upon  
21       receiving such notice, the Commission and  
22       State attorney general shall make a determina-  
23       tion, not later than 60 days after receiving such  
24       notice, as to whether they will independently

1 seek to intervene in such action, and upon in-  
2 tervening—

3 (i) be heard on all matters arising in  
4 such action; and

5 (ii) file petitions for appeal of a deci-  
6 sion in such action.

7 (B) BAD FAITH.—Any written communica-  
8 tion requesting a monetary payment that is  
9 sent to a covered entity shall be considered to  
10 have been sent in bad faith and shall be unlaw-  
11 ful as defined in this Act, if the written commu-  
12 nication was sent:

13 (i) Prior to the date that is 60 days  
14 after either a State attorney general or the  
15 Commission has received the notice re-  
16 quired under subparagraph (A).

17 (ii) After the Commission or attorney  
18 general of a State made the determination  
19 to independently seek civil actions against  
20 such entity as outlined in subparagraph  
21 (A).

22 (4) FTC STUDY.—Beginning on the date that  
23 is 5 years after the date of enactment of this Act,  
24 the Commission's Bureau of Economics shall con-  
25 duct an annual study to determine the economic im-

1 pacts in the United States of demand letters and the  
2 scope of the rights of an individual to bring forth  
3 civil actions against covered entities. Such study  
4 shall include, but not be limited to include the fol-  
5 lowing:

6 (A) The impact on increasing insurance  
7 rates in the United States.

8 (B) The impact on the ability of covered  
9 entities to offer new products or services.

10 (C) The impact on the creation and growth  
11 of startup companies, including tech startup  
12 companies.

13 (D) Any emerging risks and long-term  
14 trends in relevant marketplaces, supply chains,  
15 and labor availability.

16 (5) REPORT TO CONGRESS.—Not later than 1  
17 year after the first day on which individuals are able  
18 to bring civil actions under this subsection, and an-  
19 nually thereafter, the Commission shall submit to  
20 the Committee on Energy and Commerce of the  
21 House of Representatives and the Committee on  
22 Commerce, Science, and Transportation of the Sen-  
23 ate a report that contains the results of the study  
24 conducted under paragraph (4).

1 (b) PRE-DISPUTE ARBITRATION AGREEMENTS AND  
2 PRE-DISPUTE JOINT ACTION WAIVERS RELATED TO IN-  
3 DIVIDUALS UNDER THE AGE OF 18.—

4 (1) ARBITRATION.—Except as provided in sec-  
5 tion 303(d), and notwithstanding any other provi-  
6 sion of law, no agreement for pre-dispute arbitration  
7 with respect to an individual under the age of 18  
8 may limit any of the rights provided in this Act.

9 (2) JOINT ACTION WAIVERS.—Notwithstanding  
10 any other provision of law, no agreement for pre-dis-  
11 pute joint action waiver with respect to an individual  
12 under the age of 18 may limit any of the rights pro-  
13 vided in this Act.

14 (3) DEFINITIONS.—For purposes of this sub-  
15 section:

16 (A) PRE-DISPUTE ARBITRATION AGREE-  
17 MENT.—The term “pre-dispute arbitration  
18 agreement” means any agreement to arbitrate a  
19 dispute that has not arisen at the time of the  
20 making of the agreement.

21 (B) PRE-DISPUTE JOINT-ACTION WAIV-  
22 ER.—The term “pre-dispute joint-action waiv-  
23 er” means an agreement, whether or not part  
24 of a pre-dispute arbitration agreement, that  
25 would prohibit or waive the right of 1 of the

1 parties to the agreement to participate in a  
2 joint, class, or collective action in a judicial, ar-  
3 bitral, administrative, or other forum, con-  
4 cerning a dispute that has not yet arisen at the  
5 time of the making of the agreement.

6 (c) RIGHT TO CURE.—

7 (1) NOTICE.—Subject to paragraph (3), any ac-  
8 tion under this section may be brought by an indi-  
9 vidual if, prior to initiating such action against a  
10 covered entity for injunctive relief or against a cov-  
11 ered entity that meets the requirements of section  
12 210(c) for any form of relief the individual provides  
13 to the covered entity 45 days' written notice identi-  
14 fying the specific provisions of this Act the indi-  
15 vidual alleges have been or are being violated.

16 (2) EFFECT OF CURE.—In the event a cure is  
17 possible, if within the 45 days the covered entity  
18 cures the noticed violation and provides the indi-  
19 vidual an express written statement that the viola-  
20 tion has been cured and that no further violations  
21 shall occur, an action for injunctive relief may be  
22 reasonably dismissed.

23 (d) DEMAND LETTER.—If an individual or a class  
24 of individuals sends correspondence to a covered entity al-  
25 leging a violation of the provisions of this Act and request-

1 ing a monetary payment, such correspondence shall in-  
2 clude the following language: “Please visit the website of  
3 the Federal Trade Commission to understand your rights  
4 pursuant to this letter” followed by a hyperlink to the  
5 webpage of the Commission required under section 201.  
6 If such correspondence does not include such language  
7 and hyperlink, the individual or joint class of individuals  
8 shall forfeit their rights under this section.

9 (e) APPLICABILITY.—This section shall only apply to  
10 any claim alleging a violation of section 102, 104, 202,  
11 203, 204, 205(a), 205(b), 206(c)(3)(D), 207(a), 208(a),  
12 or 302 for which relief described in subsection (a)(2) may  
13 be granted.

14 **SEC. 404. RELATIONSHIP TO FEDERAL AND STATE LAWS.**

15 (a) FEDERAL LAW PRESERVATION.—

16 (1) IN GENERAL.—Nothing in this Act or a reg-  
17 ulation promulgated under this Act shall be con-  
18 strued to limit—

19 (A) the authority of the Commission, or  
20 any other Executive agency, under any other  
21 provision of law;

22 (B) any requirement for a common carrier  
23 subject to section 64.2011 of title 47, Code of  
24 Federal Regulations, regarding information se-  
25 curity breaches; or



1 (C) any other provision of Federal law un-  
2 less specifically authorized by this Act.

3 (2) APPLICABILITY OF OTHER PRIVACY RE-  
4 QUIREMENTS.—A covered entity that is required to  
5 comply with title V of the Gramm-Leach-Bliley Act  
6 (15 U.S.C. 6801 et seq.), the Health Information  
7 Technology for Economic and Clinical Health Act  
8 (42 U.S.C. 17931 et seq.), part C of title XI of the  
9 Social Security Act (42 U.S.C. 1320d et seq.), the  
10 Fair Credit Reporting Act (15 U.S.C. 1681 et seq.),  
11 the Family Educational Rights and Privacy Act (20  
12 U.S.C. 1232g; part 99 of title 34, Code of Federal  
13 Regulations), or the regulations promulgated pursu-  
14 ant to section 264(c) of the Health Insurance Port-  
15 ability and Accountability Act of 1996 (42 U.S.C.  
16 1320d–2 note), and is in compliance with the data  
17 privacy requirements of such regulations, part, title,  
18 or Act (as applicable), shall be deemed to be in com-  
19 pliance with the related requirements of this title,  
20 except for section 208, with respect to data subject  
21 to the requirements of such regulations, part, title,  
22 or Act. Not later than 1 year after the date of enact-  
23 ment of this Act, the Commission shall issue guid-  
24 ance describing the implementation of this para-  
25 graph.

1           (3) APPLICABILITY OF OTHER DATA SECURITY  
2           REQUIREMENTS.—A covered entity that is required  
3           to comply with title V of the Gramm-Leach-Bliley  
4           Act (15 U.S.C. 6801 et seq.), the Health Informa-  
5           tion Technology for Economic and Clinical Health  
6           Act (42 U.S.C. 17931 et seq.), part C of title XI of  
7           the Social Security Act (42 U.S.C. 1320d et seq.),  
8           or the regulations promulgated pursuant to section  
9           264(c) of the Health Insurance Portability and Ac-  
10          countability Act of 1996 (42 U.S.C. 1320d–2 note),  
11          and is in compliance with the information security  
12          requirements of such regulations, part, title, or Act  
13          (as applicable), shall be deemed to be in compliance  
14          with the requirements of section 208 with respect to  
15          data subject to the requirements of such regulations,  
16          part, title, or Act. Not later than 1 year after the  
17          date of enactment of this Act, the Commission shall  
18          issue guidance describing the implementation of this  
19          paragraph.

20          (b) PREEMPTION OF STATE LAWS.—

21               (1) IN GENERAL.—No State or political subdivi-  
22               sion of a State may adopt, maintain, enforce, or con-  
23               tinue in effect any law, regulation, rule, standard,  
24               requirement, or other provision having the force and  
25               effect of law of any State, or political subdivision of

1 a State, covered by the provisions of this Act, or a  
2 rule, regulation, or requirement promulgated under  
3 this Act.

4 (2) STATE LAW PRESERVATION.—Paragraph  
5 (1) shall not be construed to preempt, displace, or  
6 supplant the following State laws, rules, regulations,  
7 or requirements:

8 (A) Consumer protection laws of general  
9 applicability such as laws regulating deceptive,  
10 unfair, or unconscionable practices.

11 (B) Civil rights laws.

12 (C) Laws that govern the privacy rights or  
13 other protections of employees, employee infor-  
14 mation, students, or student information.

15 (D) Laws that address notification require-  
16 ments in the event of a data breach.

17 (E) Contract or tort law.

18 (F) Criminal laws governing fraud, theft,  
19 including identity theft, unauthorized access to  
20 information or electronic devices, or unauthor-  
21 ized use of information, malicious behavior, or  
22 similar provisions, or laws of criminal proce-  
23 dure.

1 (G) Criminal or civil laws regarding  
2 cyberstalking, cyberbullying, nonconsensual por-  
3 nography, or sexual harassment.

4 (H) Public safety or sector specific laws  
5 unrelated to privacy or security.

6 (I) Laws that address public records,  
7 criminal justice information systems, arrest  
8 records, mug shots, conviction records, or non-  
9 conviction records.

10 (J) Laws that address banking records, fi-  
11 nancial records, tax records, Social Security  
12 numbers, credit cards, credit reporting and in-  
13 vestigations, credit repair, credit clinics, or  
14 check-cashing services.

15 (K) Laws that solely address facial rec-  
16 ognition or facial recognition technologies, elec-  
17 tronic surveillance, wiretapping, or telephone  
18 monitoring.

19 (L) The Biometric Information Privacy  
20 Act (740 ICLS 14 et seq.) and the Genetic In-  
21 formation Privacy Act (410 ILCS et seq.).

22 (M) Laws to address unsolicited email  
23 messages, telephone solicitation, or caller ID.

1 (N) Laws that address health information,  
2 medical information, medical records, HIV sta-  
3 tus, or HIV testing.

4 (O) Laws that address the confidentiality  
5 of library records.

6 (P) Section 1798.150 of the California  
7 Civil Code (as amended on November 3, 2020  
8 by initiative Proposition 24, Section 16).

9 (3) NONAPPLICATION OF FCC PRIVACY LAWS  
10 AND REGULATIONS TO COVERED ENTITIES.—Not-  
11 withstanding any other provision of law, Sections  
12 222, 338(i), and 631 of the Communications Act of  
13 1934, as amended, (47 U.S.C. §§ 222, 338(i), and  
14 551) and any regulation promulgated by the Federal  
15 Communications Commission under such sections,  
16 shall not apply to any covered entity with respect to  
17 the collecting, processing, or transferring of covered  
18 data under this Act.

19 (c) PRESERVATION OF COMMON LAW OR STATUTORY  
20 CAUSES OF ACTION FOR CIVIL RELIEF.—Nothing in this  
21 Act, nor any amendment, standard, rule, requirement, as-  
22 sessment, law or regulation promulgated under this Act,  
23 shall be construed to preempt, displace, or supplant any  
24 Federal or State common law rights or remedies, or any  
25 statute creating a remedy for civil relief, including any

1 cause of action for personal injury, wrongful death, prop-  
2 erty damage, or other financial, physical, reputational, or  
3 psychological injury based in negligence, strict liability,  
4 products liability, failure to warn, an objectively offensive  
5 intrusion into the private affairs or concerns of the indi-  
6 vidual, or any other legal theory of liability under any Fed-  
7 eral or State common law, or any State statutory law, ex-  
8 cept that the fact of a violation of this Act shall not be  
9 pleaded as an element of any such cause of action.

10 **SEC. 405. SEVERABILITY.**

11 If any provision of this Act, or the application thereof  
12 to any person or circumstance, is held invalid, the remain-  
13 der of this Act and the application of such provision to  
14 other persons not similarly situated or to other cir-  
15 cumstances shall not be affected by the invalidation.

16 **SEC. 406. COPPA.**

17 (a) IN GENERAL.—Nothing in this Act shall be con-  
18 strued to relieve or change any obligations that a covered  
19 entity or another person may have under the Children’s  
20 Online Privacy Protection Act of 1998 (15 U.S.C. 6501  
21 et seq.).

22 (b) UPDATED REGULATIONS.—Not later than 180  
23 days after the enactment of this Act, the Commission shall  
24 amend its rules issued pursuant to the Children’s Online  
25 Privacy Protection Act of 1998 (15 U.S.C. 6501 et seq.)

1 to make reference to the additional requirements placed  
2 on covered entities under this act, in addition to those al-  
3 ready enacted under the Children's Online Privacy Protec-  
4 tion Act of 1998 that may already apply to some of such  
5 covered entities.

6 **SEC. 407. AUTHORIZATION OF APPROPRIATIONS.**

7       There are authorized to be appropriated to the Com-  
8 mission such sums as necessary to carry out this act.

9 **SEC. 408. EFFECTIVE DATE.**

10       Except as otherwise provided, this Act shall take ef-  
11 fect on the date that is 180 days after the date of enact-  
12 ment of this Act.