



US State Privacy Law Comparison Table

At Salesforce, trust is our #1 value, and the protection of our customers' data is paramount. We know many organizations may have questions about the variety of regulations in place, including the growing landscape for state and industry specific regulations. The document below is meant to serve as a quick reference guide to understanding and comparing the current US State privacy laws.

This document provides an overview of U.S. Privacy Law and does not provide legal advice. The information provided below may not take into account future changes in law or regulation. We encourage you to consult your own legal counsel to familiarize yourself with the specific requirements for your situation.



A Guide to Using this Table

Currently Passed U.S. State Privacy Laws as of April 2022

CCPA	California Consumer Privacy Act
CPRA	California Privacy Rights Act
Virginia CDPA	Virigina Consumer Data Protection Act
ColoPA	Colorado Privacy Act
UCPA	Utah Consumer Privacy Act

Abbreviations

COPPA	Children's Online Privacy Protection Act
DPPA	Driver's Privacy Protection Act
FCRA	Fair Credit Reporting Act
FERPA	Family Educational Rights and Privacy Act
GLBA	Gramm - Leach - Bliley Act
HIPAA	Health Insurance Portability and Accountabiliy Act
CE	Covered Entity (as defined under HIPAA)
BA	Business Associate (as defined under HIPAA)

	CCPA	CPRA	VIRGINIA CDPA	ColoPA	UCPA
OVERVIEW					
REGULATION NAME	California Consumer Privacy Act	California Privacy Rights Act	Virginia Consumer Data Protection Act	Colorado Privacy Act	Utah Consumer Privacy Act
JURISDICTION	California	California	Virginia	Colorado	Utah
EFFECTIVE DATE	January 1, 2020	January 1, 2023	January 1, 2023	July 1, 2023	December 31, 2023
SCOPE	Natural person who is a California Resident (“Consumer”)	Natural person who is a California Resident (“Consumer”)	Natural person who is a Virginia resident (“Consumer”)	Individual person who is a Colorado resident (“Consumer”)	Individual who is a Utah resident acting in an individual or household context (“Consumer”)
APPLICABILITY	Personal Information	Personal Information	Personal Data	Personal Data	Personal Data
ENFORCEMENT AUTHORITY	CA Attorney General	CA Attorney General; California Privacy Protection Agency	VA Attorney General	CO Attorney General; District Attorneys	UT Attorney General
BUSINESS REQUIREMENT THRESHOLDS					
JURISDICTION	Does business in California	Does business in California	Conducts business in Virginia or produces products or services that target Virginia residents	Conducts business in Colorado or produces or delivers commercial products or services that are intentionally targeted to Colorado residents	Conducts business in Utah or produces a product or service that is targeted to consumers who are residents of Utah
REVENUE	Greater than \$25 million annually	Greater than \$25 million in gross revenue in preceding year	None	None	Greater than \$25 million annually (AND meets a threshold below)
DATA PROCESSING	50,000 or more consumers	100,000 or more consumers	100,000 or more consumers	100,000 or more consumers	100,000 or more consumers
DATA BROKERAGE	50% of revenue from selling data	50% of revenue from selling or sharing data	25,000 or more consumers AND at least 50% or revenue from selling personal data	Data of 25,000 or more consumers AND derives revenue or receives discount from selling data	50% of gross revenue from selling data AND processes personal data of 25,000 or more consumers

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EXEMPTIONS					
PUBLIC SECTOR	✔	✔	✔	✘	✔
NON-PROFITS	✔	✔	✔	✘	✔
GLBA FINANCIAL INSTITUTIONS	✘	✘	✔	✔	✔
HIPAA CEs and BAAs	✘	✘	✔	✘	✔
HIGHER EDUCATION	✘	✘	✔	✘	✔
B2B DATA	✔ EXP. JAN 1, 2023	✔	✔	✔	✔
COMMON RULE COVERED INFORMATION	✔	✔	✔	✔	✔
COPPA DATA	✘	✘	✘	✔	✔
DPPA DATA	✔	✔	✔	✔	✔
EMPLOYMENT DATA	✔ EXP. JAN 1, 2023	✘	✔	✔	✔
FCRA DATA	✔	✔	✔	✔	✔
FERPA DATA	✘	✘	✔	✔	✔
GLBA DATA	✔	✔	✔	✔	✔
HIPAA DE-IDENTIFIED DATA	✔	✔	✔	✔	✔
PROTECTED HEALTH INFORMATION	✔	✔	✔	✔	✔

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BUSINESS OBLIGATIONS					
TRANSPARENCY	✔	✔	✔	✔	✔
DEFINE PURPOSE OF COLLECTION	✔	✔	✔	✔	✔
RISK ASSESSMENTS	✘	✔	✔	✔	✘
DATA SECURITY REQUIREMENTS	✘	✘	✔	✔	✔
BREACH NOTIFICATION	✘	✘	✘	✘	✘
LIMIT COLLECTION	✘	✘	✔	✔	✔
DPA	✘	✘	✔	✘	✔
SENSITIVE INFORMATION					
BIOMETRIC DATA	✘	✔	✔	✔	✔
CHILDREN'S DATA	✘	✘	✔	✔	✔
CITIZENSHIP	✘	✘	✔	✔	✔
ELECTRONIC COMMUNICATIONS	✘	✔	✘	✘	✘
FINANCIAL ACCOUNT INFORMATION	✘	✔	✘	✘	✘
GENETIC DATA	✘	✔	✔	✔	✔

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SENSITIVE INFORMATION CONTINUED					
GEOLOCATION DATA					
GOVERNMENT ISSUED ID					
MARITAL STATUS					
PHYSICAL/ MENTAL HEALTH					
POLITICAL AFFILIATION					
RACE/ETHNICITY					
RELIGIOUS BELIEFS					
SEXUAL ORIENTATION					
UNION MEMBERSHIP					
CONSUMER RIGHTS					
PRIVACY NOTICE					
ACCESS					
CORRECT					
OPT OUT	 <i>OPT-IN IF UNDER 16</i>				
LIMIT USE		 <i>SENSITIVE INFORMATION</i>			
DELETE					

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CONSUMER RIGHTS CONTINUED					
PORTABILITY	✓	✓	✓	✓	✓
NON-DISCRIMINATION	✓	✓	✓	✗	✓
PRIVATE RIGHT OF ACTION	✓ <i>LIMITED</i>	✓ <i>LIMITED</i>	✗	✗	✗
REDRESS	✓ <i>VIA ATTORNEY GENERAL</i>	✓ <i>VIA CPPA</i>	✓ <i>VIA APPEAL, THEN ATTORNEY GENERAL</i>	✓ <i>VIA APPEAL, THEN ATTORNEY GENERAL</i>	✗
KEY TERMS					
PERSONAL DATA/PERSONAL INFORMATION	(Personal Information) Information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly	(Personal Information) Information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly	Personal Data) Any information that is linked or reasonably linkable to an identified or identifiable natural person and does not include deidentified or publicly available information.	Personal Data) Information that is linked or reasonably linkable to an identified or identifiable individual and does not include deidentified or publicly available information.	(Personal Data) Information that is linked or reasonably linkable to an identified individual or an identifiable individual and does not include deidentified data, aggregated data, or publicly available information
DEIDENTIFIED DATA	Information that cannot reasonably identify, relate to, describe, be capable of being associated with, or be linked, directly or indirectly, to a particular consumer	Information that cannot reasonably be used to infer information about, or otherwise be linked to, a particular consumer	Data that cannot reasonably be linked to an identified or identifiable person or a device linked to such person.	Data that do not identify an individual and with respect to which there is no reasonable basis to believe that the information can be used solely to identify an individual	Data that cannot reasonably be linked to an identified individual

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KEY TERMS					
CONSENT	Not defined	Any freely given, specific, informed, and unambiguous indication of the consumer's wishes by which the consumer, or the consumer's legal guardian, a person who has power of attorney, or a person acting as a conservator for the consumer, including by a statement or by a clear affirmative action, signifies agreement to the processing of personal information relating to the consumer for a narrowly defined particular purpose. Acceptance of a general or broad terms of use, or similar document, that contains descriptions of personal information processing along with other, unrelated information, does not constitute consent. Hovering over, muting, pausing, or closing a given piece of content does not constitute consent. Likewise, agreement obtained through use of dark patterns does not constitute consent.	Clear affirmative act signifying a consumer's freely given, specific, informed and unambiguous agreement to process personal data relating to the consumer. Consent may include a written statement, including a statement written by electronic means, or any other unambiguous affirmative action	Clear affirmative act signifying a consumer's freely given, specific, informed and unambiguous agreement to process personal data relating to the consumer. Consent may include a written statement, including a statement written by electronic means, or any other unambiguous affirmative action	An affirmative act by a consumer that unambiguously indicates the consumer's voluntary and informed agreement to allow a person to process personal data related to the consumer

	CCPA	CPRA	VIRGINIA CDPA	ColoPA	UCPA
KEY TERMS CONTINUED					
PROCESSING	Any operation or set of operations that are performed on personal data or on sets of personal data, whether or not by automated means	Any operation or set of operations that are performed on personal information or on sets of personal information, whether or not by automated means	Any operation or set of operations performed, whether by manual or automated means, on personal data or on sets of personal data, such as the collection, use, storage, disclosure, analysis, deletion or modification of personal data	The collection, use, sale, storage, disclosure, analysis, deletion, or modification of personal data and includes the actions of a controller directing a processor to process personal data	An operation or set of operations performed on personal data, including collection, use, storage, disclosure, analysis, deletion, or modification of personal data
SALE	Selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's personal information by the business to another business or a third party for monetary or other valuable consideration	Selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's personal information by the business to a third party for monetary or other valuable consideration	Exchange of personal data for monetary consideration	Exchange of personal data for monetary or other valuable consideration	The exchange of personal data for monetary consideration by a controller to a third party. (This notably excludes: "considering the context in which the consumer provided the personal data to the controller, a controller's disclosure of personal data to a third party if the purpose is consistent with a consumer's reasonable expectations")

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KEY TERMS CONTINUED					
TARGETED ADVERTISING	Not defined	The targeting of advertising to a consumer based on the consumer's personal information obtained from the consumers activity across business, distinctly branded websites, applications or services other than the business, distinctly branded website, application or service with which the consumer intentionally interacts	Displaying advertisements to a consumer where the advertisement is selected based on personal data obtained from that consumers activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests	Displaying to a consumer an advertisement that is selected based on personal data obtained or inferred over time from the consumer's activities across nonaffiliated websites, applications, or online services to predict consumer preferences or interests	Displaying an advertisement to a consumer where the advertisement is selected based on personal data obtained from the consumer's activities over time and across nonaffiliated websites or online applications to predict the consumer's preferences or interests.
PROFILING	Not defined	Any form of automated processing of personal information, as further defined by regulations... to evaluate certain personal aspects relating to a natural person and in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements	Any form of automated processing performed on personal data to evaluate, analyze, or predict personal aspects related to an identified or identifiable natural person's economic situation, health, personal preferences, interests, reliability, behavior, location, or movements	Any form of automated processing performed on personal data to evaluate, analyze, or predict personal aspects related to an identified or identifiable natural person's economic situation, health, personal preferences, interests, reliability, behavior, location, or movements	Not defined