

OFFICE OF FISCAL ANALYSIS

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sSB-1356

AN ACT CONCERNING DATA PRIVACY, ONLINE MONITORING,
SOCIAL MEDIA, DATA BROKERS AND CONNECTED VEHICLE
SERVICES.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 26 \$	FY 27 \$
Consumer Protection, Dept.	GF - Cost	154,000	199,000
State Comptroller - Fringe Benefits ¹	GF - Cost	60,535	80,714
Resources of the General Fund	GF - Potential Revenue Gain	See Below	See Below

Note: GF=General Fund

Municipal Impact: None

Explanation

The bill requires the Department of Consumer Protection (DCP) to license and regulate data brokers resulting in a cost and potential revenue gain to the state. To meet the requirements of the bill DCP will have to hire a state program manager and a staff attorney for a cost of \$154,000 in FY 26² and \$199,000 in FY 27, along with associated fringe benefit costs of \$60,535 in FY 26 and \$80,714 in FY 27. The new employees are required to regulate the market, ensure compliance, conduct hearings, and issue civil penalties for violations.

The bill requires DCP to oversee the registration of data brokers for an annual application and renewal fee of \$600 and allows DCP to

¹The fringe benefit costs for most state employees are budgeted centrally in accounts administered by the Comptroller. The estimated active employee fringe benefit cost associated with most personnel changes is 40.71% of payroll in FY 26.

²FY 26 costs reflect nine months of expenditures due to the bill's 10/2/25 effective date.

impose a civil penalty of \$500 per day (not to exceed \$10,000 per year) for violations resulting in a potential revenue gain to the state to the extent applications are received and that violations occur.

The bill also changes various data privacy laws resulting in no fiscal impact to the state.

The Out Years

The annualized ongoing fiscal impact identified above would continue into the future subject to the number of applications, number of violations, employee wage increases, and inflation.