

# 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.

## AMENDMENT

LCO No.: 8311

File Copy No.: 609

Senate Calendar No.: 334

### ***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 <sup>1</sup>	GF - Cost	60,535	80,714
Resources of the General Fund	GF - Revenue Gain	360,000	360,000

Note: GF=General Fund

***Municipal Impact:*** None

#### ***Explanation***

The amendment strikes the underlying bill and its associated fiscal impact resulting in the following impact.

The amendment requires the Department of Consumer Protection (DCP) to license and regulate data brokers resulting in a cost and revenue gain to the state. To meet the requirements of the amendment DCP will have to hire a state program manager and a staff attorney for

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<sup>1</sup>The 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.

a cost of \$154,000 in FY 26<sup>2</sup> 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 amendment requires DCP to oversee the registration of data brokers for an annual application and renewal fee of \$1,200 resulting in an annual revenue gain of approximately \$360,000 per year.<sup>3</sup> Also, the amendment allows DCP to 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 amendment also changes various data privacy laws resulting in no fiscal impact to the state.

*The preceding Fiscal Impact statement is prepared for the benefit of the members of the General Assembly, solely for the purposes of information, summarization and explanation and does not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.*

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<sup>2</sup>FY 26 costs reflect nine months of expenditures due to the amendment's 10/1/25 effective date.

<sup>3</sup>It is estimated that 300 license applications will be received.