



General Assembly

February Session, 2026

**Committee Bill No. 4**

LCO No. 1999



Referred to Committee on GENERAL LAW

Introduced by:  
(GL)

***AN ACT CONCERNING CONSUMER PRIVACY.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2026*) As used in this section and  
2 sections 2 to 9, inclusive, of this act, unless the context otherwise  
3 requires:

4 (1) "Accessible deletion mechanism" means the mechanism  
5 established pursuant to subsection (a) of section 5 of this act;

6 (2) "Applicant" means any data broker that submits an application for  
7 an initial registration, or for a registration renewal, under subsection (b)  
8 of section 2 of this act;

9 (3) "Brokered personal data" means any personal data that are  
10 categorized or organized for the purpose of enabling a data broker to  
11 sell or license such personal data to another person;

12 (4) "Business" (A) means (i) any person who regularly engages in  
13 commercial activities for the purpose of generating income, (ii) any  
14 bank, Connecticut credit union, federal credit union, out-of-state bank,  
15 out-of-state trust company or out-of-state credit union, as such terms are

16 defined in section 36a-2 of the general statutes, and (iii) any other person  
17 who controls, is controlled by or is under common control with any  
18 person described in subparagraph (A)(i) or (A)(ii) of this subdivision,  
19 and (B) does not include any body, authority, board, bureau,  
20 commission, district or agency of this state or of any political  
21 subdivision of this state;

22 (5) "Commissioner" means the Commissioner of Consumer  
23 Protection;

24 (6) "Consumer" has the same meaning as provided in section 42-515  
25 of the general statutes, as amended by this act;

26 (7) "Data broker" means any business or, if such business is not an  
27 individual, any portion of such business that sells or licenses brokered  
28 personal data to another person;

29 (8) "Data service provider" means any person who maintains  
30 personal data on behalf of a registered data broker;

31 (9) "Deletion request" means any request submitted by or on behalf  
32 of a consumer under subparagraph (A) of subdivision (1) of subsection  
33 (a) of section 5 of this act;

34 (10) "Department" means the Department of Consumer Protection;

35 (11) "License" (A) means to grant access to, or distribute, brokered  
36 personal data in exchange for consideration, and (B) does not include  
37 using any personal data for the sole benefit of the person who provided  
38 such personal data if such person maintains control over the use of such  
39 personal data;

40 (12) "Minor" means any consumer who is younger than eighteen  
41 years of age;

42 (13) "Participating consumer" means any consumer who submits a  
43 deletion request either directly or through an authorized agent;

44 (14) "Person" has the same meaning as provided in section 42-515 of  
45 the general statutes, as amended by this act;

46 (15) "Personal data" has the same meaning as provided in section 42-  
47 515 of the general statutes, as amended by this act;

48 (16) "Registered data broker" means any data broker that is actively  
49 registered as a data broker in accordance with the provisions of section  
50 2 of this act; and

51 (17) "Unregistered data broker" means any data broker that is not  
52 actively registered as a data broker in accordance with the provisions of  
53 section 2 of this act.

54 Sec. 2. (NEW) (*Effective October 1, 2026*) (a) Except as provided in  
55 section 7 of this act, no data broker shall sell or license brokered personal  
56 data in this state unless the data broker is actively registered with the  
57 Department of Consumer Protection in accordance with the provisions  
58 of this section.

59 (b) Except as provided in subsection (d) of this section and section 7  
60 of this act, a data broker that intends to sell or license brokered personal  
61 data in this state shall submit to the Department of Consumer  
62 Protection, in a form and manner prescribed by the Commissioner of  
63 Consumer Protection, an application for an initial registration as a data  
64 broker. Each application for an initial registration as a data broker shall  
65 be accompanied by an initial registration fee in the amount of six  
66 hundred dollars. Each initial registration issued pursuant to this  
67 subsection shall expire on December thirty-first of the year in which  
68 such initial registration was issued, and may be renewed for successive  
69 one-year terms upon submission of a registration renewal application  
70 made in the manner set forth in this subsection for an initial application  
71 and payment of a registration renewal fee in the amount of six hundred  
72 dollars. All fees collected under this subsection shall be deposited in the  
73 General Fund.

74 (c) Except as provided in subsection (d) of this section, each  
75 application submitted to the Department of Consumer Protection under  
76 subsection (b) of this section shall disclose: (1) The applicant's name,  
77 mailing address, electronic mail address and telephone number; (2) the  
78 address of the applicant's primary Internet web site; (3) the address of a  
79 publicly accessible Internet web page on the applicant's primary  
80 Internet web site that (A) does not make use of any dark pattern, as  
81 defined in section 42-515 of the general statutes, as amended by this act,  
82 and (B) details how a consumer may exercise each of the rights afforded  
83 to the consumer under subsection (a) of section 42-518 of the general  
84 statutes, as amended by this act; (4) whether the applicant collects (A)  
85 minors' personal data, and (B) consumers' precise geolocation data or  
86 reproductive or sexual health data, as such terms are defined in section  
87 42-515 of the general statutes, as amended by this act; (5) the measures  
88 the applicant shall take to ensure that no personal data is sold or licensed  
89 in violation of the provisions of sections 1 to 9, inclusive, of this act or  
90 sections 42-515 to 42-526, inclusive, of the general statutes, as amended  
91 by this act; (6) whether, and to what extent, the applicant or any of its  
92 subsidiaries is regulated under (A) the Fair Credit Reporting Act, 15  
93 USC 1681 et seq., as amended from time to time, (B) Title V of the  
94 Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the regulations  
95 adopted thereunder, as said act and such regulations may be amended  
96 from time to time, (C) section 38a-38 of the general statutes, or (D) the  
97 privacy, security and breach notification rules issued by the United  
98 States Department of Health and Human Services, 45 CFR Parts 160 and  
99 164, as amended from time to time; (7) if such application is a  
100 registration renewal application submitted on or after July 1, 2028, the  
101 statement the applicant most recently posted on a publicly accessible  
102 Internet web page on such applicant's primary Internet web site  
103 pursuant to section 6 of this act; (8) for a registration renewal application  
104 submitted on or after July 1, 2030, (A) whether the applicant has  
105 undergone an audit pursuant to subparagraph (A)(i) of subdivision (1)  
106 of subsection (c) of section 5 of this act, and (B) if the applicant has  
107 undergone an audit pursuant to subparagraph (A)(i) of subdivision (1)

108 of subsection (c) of section 5 of this act, the most recent year for which  
109 the applicant submitted an audit report and the materials associated  
110 therewith to the department pursuant to subdivision (2) of subsection  
111 (c) of section 5 of this act; and (9) any other information the  
112 Commissioner of Consumer Protection requires for the purposes of this  
113 section.

114 (d) The Department of Consumer Protection may approve and renew  
115 an application for registration as a data broker in accordance with the  
116 terms of an agreement between the department and the Nationwide  
117 Multistate Licensing System.

118 Sec. 3. (NEW) (*Effective October 1, 2026*) No data broker shall sell or  
119 license any personal data in violation of the provisions of sections 1 to  
120 9, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the  
121 general statutes, as amended by this act. Each registered data broker  
122 shall establish a privacy policy which, at a minimum, shall include  
123 measures to ensure that such registered data broker does not sell or  
124 license any personal data in violation of the provisions of sections 1 to  
125 9, inclusive, of this act or sections 42-515 to 42-526, inclusive, of the  
126 general statutes, as amended by this act.

127 Sec. 4. (NEW) (*Effective October 1, 2026*) The Commissioner of  
128 Consumer Protection shall establish, and periodically update, an  
129 Internet web page on the Department of Consumer Protection's Internet  
130 web site disclosing: (1) For each registered data broker, the information  
131 required under subsection (c) of section 2 of this act that was included  
132 in the application such registered data broker most recently submitted,  
133 and the department most recently approved for such registered data  
134 broker, under subsection (b) of section 2 of this act; and (2) the accessible  
135 deletion mechanism established by the commissioner pursuant to  
136 subsection (a) of section 5 of this act.

137 Sec. 5. (NEW) (*Effective October 1, 2026*) (a) Not later than January 1,  
138 2027, the Commissioner of Consumer Protection shall establish an  
139 accessible deletion mechanism program. As part of the accessible

140 deletion mechanism program, the commissioner shall establish an  
141 accessible deletion mechanism that:

142 (1) Enables a consumer, or the consumer's authorized agent, to (A)  
143 submit a deletion request, in a verifiable form and manner prescribed  
144 by the commissioner, without charge to the consumer or such  
145 authorized agent and in any language spoken by a consumer for whom  
146 a registered data broker has collected personal data, that all registered  
147 data brokers and data service providers delete the participating  
148 consumer's personal data, and (B) specifically exclude one or more  
149 registered data brokers, and all data service providers for such  
150 registered data broker or brokers, from the consumer's deletion request;

151 (2) Enables a participating consumer, or the participating consumer's  
152 authorized agent, to (A) securely submit additional personal data, in a  
153 form and manner prescribed by the commissioner, to aid in processing  
154 the participating consumer's deletion request, (B) verify the status of the  
155 participating consumer's deletion request, and (C) not more frequently  
156 than once during any forty-five-day period, submit an update to the  
157 participating consumer's deletion request in a verifiable form and  
158 manner prescribed by the commissioner, without charge to such  
159 participating consumer or such participating consumer's authorized  
160 agent and in any language spoken by a consumer for whom a registered  
161 data broker has collected personal data;

162 (3) Enables a registered data broker to (A) verify that the consumer,  
163 or the consumer's authorized agent, who purportedly submitted a  
164 deletion request or any update thereto actually submitted such deletion  
165 request or update, and (B) determine whether a participating consumer,  
166 or the participating consumer's authorized agent, has specifically  
167 excluded the registered data broker, and all data service providers for  
168 such registered data broker, from the participating consumer's deletion  
169 request or any update thereto;

170 (4) Does not enable a registered data broker that accesses the  
171 accessible deletion mechanism for the purposes set forth in subdivision

172 (3) of this subsection to access any additional personal data by way of  
173 such accessible deletion mechanism;

174 (5) Is readily accessible and usable by consumers with disabilities;

175 (6) Incorporates reasonable security safeguards, including, but not  
176 limited to, administrative, physical and technical safeguards, to protect  
177 consumers' personal data from any unauthorized use, disclosure,  
178 access, destruction or modification by way of the accessible deletion  
179 mechanism; and

180 (7) Provides, in a manner that is readily understandable by  
181 consumers, (A) a description of what constitutes personal data and  
182 therefore may be subject to a deletion request, (B) an explanation of the  
183 processes for a consumer, or the consumer's authorized agent, to submit  
184 and update a deletion request, and (C) a description of the actions  
185 required under subsection (b) of this section.

186 (b) (1) Beginning on February 15, 2027, and except as provided in  
187 section 7 of this act, each registered data broker shall access the  
188 accessible deletion mechanism at least once every forty-five days to, not  
189 later than forty-five days after a deletion request or any update thereto  
190 is submitted to the accessible deletion mechanism:

191 (A) Examine the deletion request or such update to determine  
192 whether such registered data broker, and all data service providers for  
193 such registered data broker, are specifically excluded from such deletion  
194 request or such update; and

195 (B) If such registered data broker determines that such registered data  
196 broker, and all data service providers for such registered data broker,  
197 are not specifically excluded from the deletion request or such update:

198 (i) Verify that the consumer, or the consumer's authorized agent, who  
199 purportedly submitted such deletion request or update actually  
200 submitted such deletion request or update; and

201 (ii) (I) Subject to the exceptions set forth in subdivision (5) of this  
202 subsection and the exemptions set forth in section 7 of this act, if such  
203 registered data broker verifies that such consumer or authorized agent  
204 actually submitted such deletion request or update, delete any personal  
205 data such registered data broker maintains concerning such  
206 participating consumer and direct all data service providers that  
207 maintain any personal data concerning such participating consumer on  
208 behalf of such registered data broker to delete such personal data; or

209 (II) If such registered data broker cannot verify that such consumer  
210 or authorized agent actually submitted such deletion request or update,  
211 retain any personal data such registered data broker maintains  
212 concerning such consumer and process such deletion request or update,  
213 and direct all data service providers for such registered data broker to  
214 process such deletion request or update, as an exercise of such  
215 consumer's right under subparagraph (B) of subdivision (5) of  
216 subsection (a) of section 42-518 of the general statutes, as amended by  
217 this act.

218 (2) At least once every forty-five days after a registered data broker  
219 first deletes a participating consumer's personal data pursuant to  
220 subparagraph (B)(ii)(I) of subdivision (1) of this subsection, repeat the  
221 actions required under subparagraph (B)(ii)(I) of subdivision (1) of this  
222 subsection unless:

223 (A) Such registered data broker verifies that the participating  
224 consumer, or the participating consumer's authorized agent, has  
225 submitted an update to a deletion request such participating consumer  
226 or authorized agent previously submitted to the accessible deletion  
227 mechanism; and

228 (B) Such update specifically excludes such registered data broker and  
229 all data service providers for such registered data broker from the  
230 updated deletion request.

231 (3) The Commissioner of Consumer Protection may impose a fee on

232 each registered data broker that accesses the accessible deletion  
233 mechanism for the purposes of performing such registered data broker's  
234 duties under subdivisions (1) and (2) of this subsection. Such fee shall  
235 be in an amount determined by the commissioner, but shall not exceed  
236 the cost of providing such access. All fees collected under this  
237 subdivision shall be deposited in the General Fund.

238 (4) Beginning on February 15, 2027, and except as provided in  
239 subdivision (5) of this subsection and section 7 of this act, no registered  
240 data broker, and no data service provider for such registered data  
241 broker, that deletes a participating consumer's personal data pursuant  
242 to subparagraph (B)(ii)(I) of subdivision (1) of this subsection or  
243 subdivision (2) of this subsection shall maintain, use or disclose any  
244 personal data such registered data broker or data service provider  
245 subsequently acquires concerning such participating consumer.

246 (5) (A) No registered data broker who maintains a participating  
247 consumer's personal data, and no data service provider for such  
248 registered data broker, shall be required to delete the participating  
249 consumer's personal data, and may maintain, use or disclose such  
250 consumer's personal data, to the extent that maintaining, using or  
251 disclosing such participating consumer's personal data is reasonably  
252 necessary to (i) comply with any federal, state or municipal law,  
253 ordinance or regulation, (ii) comply with any civil, criminal or  
254 regulatory inquiry, investigation, subpoena or summons by any federal,  
255 state, municipal or other governmental authority, (iii) cooperate with  
256 any law enforcement agency concerning any conduct or activity that  
257 such registered data broker or data service provider reasonably and in  
258 good faith believes may violate any federal, state or municipal law,  
259 ordinance or regulation, (iv) investigate, establish, exercise, prepare for  
260 or defend any legal claim, (v) provide any product or service specifically  
261 requested by such participating consumer, (vi) perform pursuant to any  
262 contract to which such participating consumer is a party, including, but  
263 not limited to, by fulfilling the terms of a written warranty, (vii) take any  
264 step at the request of such participating consumer prior to entering into

265 a contract, (viii) take any immediate step to protect any interest that is  
266 essential for the life or physical safety of such participating consumer or  
267 another individual, (ix) prevent, detect, protect against or respond to  
268 any security incident, identity theft, fraud, harassment, malicious or  
269 deceptive activity or any illegal activity, preserve the integrity or  
270 security of any system or investigate, report or prosecute those  
271 responsible for any such action, (x) engage in any public or peer-  
272 reviewed scientific or statistical research in the public interest that  
273 adheres to all other applicable ethics and privacy laws and is approved,  
274 monitored and governed by an institutional review board that  
275 determines, or a similar independent oversight entity that determines,  
276 that (I) maintaining such participating consumer's personal data is likely  
277 to provide substantial benefits that do not exclusively accrue to such  
278 registered data broker or data service provider, (II) the expected benefits  
279 of such research outweigh the privacy risks, and (III) such registered  
280 data broker or data service provider has implemented reasonable  
281 safeguards to mitigate any privacy risk associated with such research,  
282 (xi) assist any other person in performing any obligation imposed under  
283 sections 1 to 9, inclusive, of this act, (xii) conduct internal research to  
284 develop, improve or repair any product, service or technology, (xiii)  
285 effectuate a product recall, (xiv) identify and repair any technical error  
286 that impairs existing or intended functionality, or (xv) perform internal  
287 operations that are reasonably aligned with the expectations such  
288 participating consumer had, or reasonably anticipated, based on such  
289 participating consumer's existing relationship with such registered data  
290 broker.

291 (B) Except as provided in section 7 of this act, no registered data  
292 broker, or data service provider for such registered data broker, that  
293 maintains, uses or discloses a participating consumer's personal data for  
294 any purpose set forth in subparagraph (A) of this subdivision shall  
295 maintain, use or disclose the participating consumer's personal data for  
296 any other purpose.

297 (c) (1) Except as provided in section 7 of this act, not later than July 1,

298 2030, and triennially thereafter, each registered data broker shall, at the  
299 expense of such registered data broker, (A) retain an independent  
300 auditor to (i) audit the books of such registered data broker to determine  
301 whether such registered data broker is in compliance with the  
302 provisions of subsection (b) of this subsection, (ii) prepare an audit  
303 report disclosing the results of such audit, and (iii) submit such audit  
304 report, and any materials associated therewith, to such registered data  
305 broker, and (B) maintain each audit report, and any materials associated  
306 therewith, that are submitted to such registered data broker pursuant to  
307 subparagraph (A)(iii) of this subdivision for a period of at least six years  
308 beginning on the date on which such audit report and materials are  
309 submitted to such registered data broker.

310 (2) Except as provided in section 7 of this act, a registered data broker  
311 shall submit an audit report and the materials described in  
312 subparagraph (A)(iii) of subdivision (1) of this subsection to the  
313 Department of Consumer Protection, in a form and manner prescribed  
314 by the Commissioner of Consumer Protection, not later than five  
315 business days after the department sends notice to the registered data  
316 broker disclosing that the department requires such registered data  
317 broker to submit such audit report and materials to the department.

318 (d) The Commissioner of Consumer Protection may enter into a  
319 contract with one or more public or private entities for any services  
320 necessary to implement the provisions of subsections (a) to (c), inclusive,  
321 of this section or to administer the accessible deletion mechanism  
322 program established pursuant to subsection (a) of this section.

323 Sec. 6. (NEW) (*Effective October 1, 2026*) Except as provided in section  
324 7 of this act, not later than July 1, 2028, and annually thereafter, each  
325 business that was a registered data broker during the preceding  
326 calendar year shall post, in a form and manner prescribed by the  
327 Commissioner of Consumer Protection and on a publicly accessible  
328 Internet web page on such business's primary Internet web site, a  
329 statement disclosing the following information:

330 (1) The total number of deletion requests, inclusive of any updates  
331 thereto, that such business accessed during the preceding calendar year  
332 and which did not specifically exclude such business and all data service  
333 providers for such business;

334 (2) The total number of deletion requests described in subdivision (1)  
335 of this section to which such business responded by:

336 (A) Deleting personal data;

337 (B) Retaining personal data; or

338 (C) Deleting and retaining personal data; and

339 (3) If such business responded to one or more deletion requests  
340 described in subdivision (1) of this section by retaining personal data,  
341 the total number of such deletion requests for which such business  
342 retained personal data:

343 (A) Because such business was unable to verify that the consumer, or  
344 the consumer's authorized agent, who purportedly submitted such  
345 deletion request actually submitted such deletion request;

346 (B) On the basis of an exception set forth in subdivision (5) of  
347 subsection (b) of section 5 of this act; or

348 (C) On the basis of an exemption set forth in section 7 of this act.

349 Sec. 7. (NEW) (*Effective October 1, 2026*) (a) The provisions of sections  
350 1 to 9, inclusive, of this act shall not apply to: (1) A consumer reporting  
351 agency, as defined in 15 USC 1681a(f), as amended from time to time, a  
352 person who furnishes information to a consumer reporting agency, as  
353 provided in 15 USC 1681s-2, as amended from time to time, or a user of  
354 a consumer report, as defined in 15 USC 1681a(d), as amended from  
355 time to time, to the extent that the consumer reporting agency, person  
356 or user engages in activities that are subject to regulation under the Fair  
357 Credit Reporting Act, 15 USC 1681 et seq., as amended from time to

358 time; (2) a financial institution, an affiliate or a nonaffiliated third party,  
359 as such terms are defined in 15 USC 6809, as amended from time to time,  
360 to the extent that the financial institution, affiliate or nonaffiliated third  
361 party engages in activities that are subject to regulation under Title V of  
362 the Gramm-Leach-Bliley Act, 15 USC 6801 et seq., and the regulations  
363 adopted thereunder, as said act and such regulations may be amended  
364 from time to time; (3) a business that collects information concerning a  
365 consumer if the consumer (A) is a customer, subscriber or user of goods  
366 or services sold or offered by the business, (B) is in a contractual  
367 relationship with the business, (C) is an investor in the business, (D) is a  
368 donor to the business, or (E) otherwise maintains a relationship with the  
369 business that is similar to the relationships described in subparagraphs  
370 (A) to (D), inclusive, of this subdivision; or (4) a business that performs  
371 services for, or is acting as an agent or otherwise on behalf of, a business  
372 described in subdivision (3) of this subsection.

373 (b) No provision of sections 1 to 9, inclusive, of this act shall be  
374 construed to prohibit an unregistered data broker from engaging in any  
375 sale or licensing of brokered personal data if such sale or licensing  
376 exclusively involves: (1) Publicly available information that (A)  
377 concerns a consumer's business or profession, or (B) is sold or licensed  
378 as part of a service that provides alerts for health or safety purposes; (2)  
379 information that is lawfully available from any federal, state or local  
380 government record; (3) providing digital access to any (A) journal, book,  
381 periodical, newspaper, magazine or news media, or (B) educational,  
382 academic or instructional work; (4) developing or maintaining an  
383 electronic commerce service or software; (5) providing directory  
384 assistance or directory information services as, or on behalf of, a  
385 telecommunications carrier; or (6) a one-time or occasional disposition  
386 of the assets of a business, or any portion of a business, as part of a  
387 transfer of control over the assets of the business that is not part of the  
388 ordinary conduct of such business or portion of such business.

389 Sec. 8. (NEW) (*Effective October 1, 2026*) The Commissioner of  
390 Consumer Protection may adopt regulations, in accordance with the

391 provisions of chapter 54 of the general statutes, to implement the  
392 provisions of sections 2 to 7, inclusive, of this act.

393 Sec. 9. (NEW) (*Effective October 1, 2026*) The Commissioner of  
394 Consumer Protection, after providing notice and conducting a hearing  
395 in accordance with the provisions of chapter 54 of the general statutes,  
396 may impose a civil penalty of not more than five hundred dollars per  
397 day for each violation of sections 2 to 7, inclusive, of this act. The sum of  
398 civil penalties imposed on a data broker under this section shall not  
399 exceed ten thousand dollars during any calendar year. Any civil  
400 penalties collected under this section shall be deposited in the General  
401 Fund.

402 Sec. 10. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

403 (1) "Disclosure label" means the label that a manufacturer is required  
404 to affix to a new automobile manufactured or imported by the  
405 manufacturer pursuant to 15 USC 1232, as amended from time to time;

406 (2) "Manufacturer" has the same meaning as provided in 15 USC 1231,  
407 as amended from time to time;

408 (3) "New automobile" has the same meaning as provided in 15 USC  
409 1231, as amended from time to time;

410 (4) "New motor vehicle dealer" means a new motor vehicle dealer  
411 licensed in accordance with section 14-52 of the general statutes; and

412 (5) "Tariff cost estimate" means an estimate of any increase in the price  
413 or prices listed on the disclosure label caused, directly or indirectly, by  
414 any tariff imposed by the federal government, including, but not limited  
415 to, any such tariff imposed on steel, aluminum or any other item used  
416 to manufacture, assemble or distribute a new automobile.

417 (b) (1) A manufacturer that ships a new automobile to a new motor  
418 vehicle dealer in the state on or after October 1, 2026, shall affix to the  
419 windshield or side window of the new automobile a label disclosing, in

420 a clear, conspicuous and readily understandable manner, the tariff cost  
421 estimate for such new automobile.

422 (2) A manufacturer may satisfy the requirements established in  
423 subdivision (1) of this subsection by including the tariff cost estimate for  
424 the new automobile as part of the disclosure label affixed to the new  
425 automobile.

426 (c) A manufacturer that violates any provision of subsection (b) of  
427 this section shall be fined not more than one thousand dollars.

428 Sec. 11. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

429 (1) "Algorithm" means any computational automated process that  
430 uses a set of rules to define a sequence of operations;

431 (2) "Consumer" means any individual who is physically present in  
432 the state;

433 (3) "Consumer good" means any article that is purchased, leased,  
434 exchanged or received primarily for personal, family or household  
435 purposes;

436 (4) "Consumer service" means any service that is purchased, leased,  
437 exchanged or received primarily for personal, family or household  
438 purposes;

439 (5) "Controller" has the same meaning as provided in section 42-515  
440 of the general statutes, as amended by this act;

441 (6) "Person" means any individual, association, corporation, limited  
442 liability company, partnership, trust or other legal entity;

443 (7) "Personalized algorithmic pricing" means any process that uses an  
444 algorithm to establish a price for a consumer good or consumer service  
445 based in whole or in part on personal data; and

446 (8) "Personal data" (A) means any information that is linked or

447 reasonably linkable to an identified or identifiable consumer or a device  
448 linked to such consumer, and (B) does not include (i) data that cannot  
449 reasonably be used to infer information about or otherwise be linked to  
450 an identified or identifiable consumer or a device linked to such  
451 consumer if the controller that possesses such data (I) takes reasonable  
452 measures to ensure that such data cannot be associated with a  
453 consumer, (II) publicly commits to process such data only in a de-  
454 identified fashion and not attempt to re-identify such data, and (III)  
455 contractually obligates any recipients of such data to satisfy the criteria  
456 set forth in subparagraphs (B)(i)(I) and (B)(i)(II) of this subdivision, or  
457 (ii) any information that (I) is lawfully made available through federal,  
458 state or municipal government records or widely distributed media, and  
459 (II) a controller has a reasonable basis to believe a consumer has lawfully  
460 made available to the general public.

461 (b) (1) Except as provided in subdivision (3) of this subsection, a  
462 person who establishes a price for a specific consumer good or  
463 consumer service by using personalized algorithmic pricing, and who  
464 directly or indirectly advertises or promotes such price, labels a  
465 consumer good with such price or publishes a statement, display,  
466 image, offer or announcement disclosing such price, shall include in  
467 such advertisement, promotion, label, statement, display, image, offer  
468 or announcement the following disclosure: "THIS PRICE WAS SET BY  
469 AN ALGORITHM USING YOUR PERSONAL DATA".

470 (2) The disclosure required under subdivision (1) of this subsection  
471 shall (A) be made in the same medium in which such advertisement,  
472 promotion, label, statement, display, image, offer or announcement is  
473 made, and (B) (i) if such disclosure is made by audio means, be readily  
474 audible to the average consumer, (ii) if such disclosure is made by visual  
475 means, be readily visible to the average consumer, or (iii) if such  
476 disclosure is made by audiovisual means, be readily audible and visible  
477 to the average consumer.

478 (3) The provisions of subdivision (1) of this subsection shall not apply

479 to:

480 (A) Any person licensed, authorized to operate or registered, or  
481 required to be licensed, authorized to operate or registered, pursuant to  
482 the insurance laws of this state;

483 (B) Any financial institution or affiliate thereof, as such terms are  
484 defined in 15 USC 6809, as amended from time to time, to the extent  
485 such financial institution or affiliate is subject to Title V of the Gramm-  
486 Leach-Bliley Act, 15 USC 6801 et seq., as amended from time to time;

487 (C) Any bank, holding company or out-of-state bank, as such terms  
488 are defined in section 36a-2 of the general statutes, or out-of-state  
489 holding company, as defined in section 36a-410 of the general statutes,  
490 that directly or indirectly establishes an office in the state and is subject  
491 to the supervision of, or regulation by, the Banking Commissioner  
492 pursuant to title 36a of the general statutes; or

493 (D) Any person who offers a consumer good or consumer service to  
494 a consumer who has entered into a subscription-based contract or  
495 agreement at a price that is less than the price specified for the consumer  
496 good or consumer service in such contract or agreement.

497 (c) Any violation of the provisions of subsection (b) of this section  
498 shall constitute an unfair or deceptive trade practice for the purposes of  
499 subsection (a) of section 42-110b of the general statutes.

500 Sec. 12. Section 42-515 of the 2026 supplement to the general statutes  
501 is repealed and the following is substituted in lieu thereof (*Effective*  
502 *October 1, 2026*):

503 As used in this section and sections 42-516 to 42-526, inclusive, unless  
504 the context otherwise requires:

505 (1) "Abortion" means terminating a pregnancy for any purpose other  
506 than producing a live birth.

507 (2) "Affiliate" means a legal entity that shares common branding with  
508 another legal entity or controls, is controlled by or is under common  
509 control with another legal entity. For the purposes of this subdivision,  
510 "control" and "controlled" mean (A) ownership of, or the power to vote,  
511 more than fifty per cent of the outstanding shares of any class of voting  
512 security of a company, (B) control in any manner over the election of a  
513 majority of the directors or of individuals exercising similar functions,  
514 or (C) the power to exercise controlling influence over the management  
515 of a company.

516 (3) "Authenticate" means to use reasonable means to determine that  
517 a request to exercise any of the rights afforded under subdivisions (1) to  
518 (4), inclusive, of subsection (a) of section 42-518, as amended by this act,  
519 is being made by, or on behalf of, the consumer who is entitled to  
520 exercise such consumer rights with respect to the personal data at issue.

521 (4) "Biometric data" means data generated by automatic  
522 measurements of an individual's biological characteristics, such as a  
523 fingerprint, a voiceprint, eye retinas, irises or other unique biological  
524 patterns or characteristics that are used to identify a specific individual.  
525 "Biometric data" does not include (A) a digital or physical photograph,  
526 (B) an audio or video recording, or (C) any data generated from a digital  
527 or physical photograph, or an audio or video recording, unless such  
528 data are generated to identify a specific individual.

529 (5) "Business associate" has the same meaning as provided in HIPAA.

530 (6) "Child" has the same meaning as provided in COPPA.

531 (7) "Consent" means a clear affirmative act signifying a consumer's  
532 freely given, specific, informed and unambiguous agreement to allow  
533 the processing of personal data relating to the consumer. "Consent" may  
534 include a written statement, including by electronic means, or any other  
535 unambiguous affirmative action. "Consent" does not include (A)  
536 acceptance of general or broad terms of use or a similar document that  
537 contains descriptions of personal data processing along with other,

538 unrelated information, (B) hovering over, muting, pausing or closing a  
539 given piece of content, or (C) agreement obtained through the use of  
540 dark patterns.

541 (8) "Consumer" means an individual who is a resident of this state.  
542 "Consumer" does not include an individual acting in a commercial or  
543 employment context or as an employee, owner, director, officer or  
544 contractor of a company, partnership, sole proprietorship, nonprofit  
545 organization or government agency whose communications or  
546 transactions with the controller occur solely within the context of that  
547 individual's role with the company, partnership, sole proprietorship,  
548 nonprofit organization or government agency.

549 (9) "Consumer health data" means any personal data that a controller  
550 uses to identify a consumer's physical or mental health condition,  
551 diagnosis or status, and includes, but is not limited to, gender-affirming  
552 health data and reproductive or sexual health data.

553 (10) "Consumer health data controller" means any controller that,  
554 alone or jointly with others, determines the purpose and means of  
555 processing consumer health data.

556 (11) "Controller" means a person who, alone or jointly with others,  
557 determines the purpose and means of processing personal data.

558 (12) "COPPA" means the Children's Online Privacy Protection Act of  
559 1998, 15 USC 6501 et seq., and the regulations, rules, guidance and  
560 exemptions adopted pursuant to said act, as said act and such  
561 regulations, rules, guidance and exemptions may be amended from  
562 time to time.

563 (13) "Covered entity" has the same meaning as provided in HIPAA.

564 (14) "Dark pattern" means a user interface designed or manipulated  
565 with the substantial effect of subverting or impairing user autonomy,  
566 decision-making or choice, and includes, but is not limited to, any  
567 practice the Federal Trade Commission refers to as a "dark pattern".

568 (15) "Decision that produces any legal or similarly significant effect"  
569 means any decision made by the controller, or on behalf of the  
570 controller, that results in the provision or denial by the controller of any  
571 financial or lending service, any housing, any insurance, any education  
572 enrollment or opportunity, any criminal justice, any employment  
573 opportunity or any health care service.

574 (16) "De-identified data" means data that cannot reasonably be used  
575 to infer information about, or otherwise be linked to, an identified or  
576 identifiable individual, or a device linked to such individual, if the  
577 controller that possesses such data (A) takes reasonable measures to  
578 ensure that such data cannot be associated with an individual, (B)  
579 publicly commits to process such data only in a de-identified fashion  
580 and not attempt to re-identify such data, and (C) contractually obligates  
581 any recipients of such data to satisfy the criteria set forth in  
582 subparagraphs (A) and (B) of this subdivision.

583 (17) "Facial recognition technology" means any technology that (A)  
584 analyzes facial features in still images or video, and (B) is used (i) to  
585 assign a unique persistent identifier, or (ii) to uniquely and personally  
586 identify a specific individual.

587 [(17)] (18) "Gender-affirming health care services" has the same  
588 meaning as provided in section [52-571n] 52-571m.

589 [(18)] (19) "Gender-affirming health data" means any personal data  
590 concerning an effort made by a consumer to seek, or a consumer's  
591 receipt of, gender-affirming health care services.

592 [(19)] (20) "Geofence" means any technology that uses global  
593 positioning coordinates, cell tower connectivity, cellular data, radio  
594 frequency identification, wireless fidelity technology data or any other  
595 form of location detection, or any combination of such coordinates,  
596 connectivity, data, identification or other form of location detection, to  
597 establish a virtual boundary.

598 [(20)] (21) "HIPAA" means the Health Insurance Portability and  
599 Accountability Act of 1996, 42 USC 1320d et seq., as amended from time  
600 to time.

601 [(21)] (22) "Identified or identifiable individual" means an individual  
602 who can be readily identified, directly or indirectly.

603 [(22)] (23) "Institution of higher education" means any individual  
604 who, or school, board, association, limited liability company or  
605 corporation that, is licensed or accredited to offer one or more programs  
606 of higher learning leading to one or more degrees.

607 [(23)] (24) "Mental health facility" means any health care facility in  
608 which at least seventy per cent of the health care services provided in  
609 such facility are mental health services.

610 [(24)] (25) "Neural data" means any information that is generated by  
611 measuring the activity of an individual's central nervous system.

612 [(25)] (26) "Nonprofit organization" means any organization that is  
613 exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or  
614 501(c)(12) of the Internal Revenue Code of 1986, or any subsequent  
615 corresponding internal revenue code of the United States, as amended  
616 from time to time.

617 [(26)] (27) "Person" means an individual, association, company,  
618 limited liability company, corporation, partnership, sole proprietorship,  
619 trust or other legal entity.

620 [(27)] (28) "Personal data" means any information that is linked or  
621 reasonably linkable to an identified or identifiable individual. "Personal  
622 data" does not include de-identified data or publicly available  
623 information.

624 [(28)] (29) "Precise geolocation data" means information derived from  
625 technology, including, but not limited to, global positioning system  
626 level latitude and longitude coordinates or other mechanisms, that

627 directly identifies the specific location of an individual with precision  
628 and accuracy within a radius of one thousand seven hundred fifty feet.  
629 "Precise geolocation data" does not include the content of  
630 communications or any data generated by or connected to advanced  
631 utility metering infrastructure systems or equipment for use by a utility.

632 [(29)] (30) "Process" and "processing" mean any operation or set of  
633 operations performed, whether by manual or automated means, on  
634 personal data or on sets of personal data, such as the collection, use,  
635 storage, disclosure, analysis, deletion or modification of personal data.

636 [(30)] (31) "Processor" means a person who processes personal data  
637 on behalf of a controller.

638 [(31)] (32) "Profiling" means any form of automated processing  
639 performed on personal data to evaluate, analyze or predict personal  
640 aspects related to an identified or identifiable individual's economic  
641 situation, health, personal preferences, interests, reliability, behavior,  
642 location or movements.

643 [(32)] (33) "Protected health information" has the same meaning as  
644 provided in HIPAA.

645 [(33)] (34) "Pseudonymous data" means personal data that cannot be  
646 attributed to a specific individual without the use of additional  
647 information, provided such additional information is kept separately  
648 and is subject to appropriate technical and organizational measures to  
649 ensure that the personal data are not attributed to an identified or  
650 identifiable individual.

651 [(34)] (35) "Publicly available information" (A) means information  
652 that (i) is [lawfully] made available [from] through federal, state or  
653 [municipal] local government records or to the general public from  
654 widely distributed media, or (ii) a controller or processor, or an affiliate  
655 of a controller or processor, has a reasonable basis to believe [(I) a] that  
656 the consumer has lawfully made available to the general public, [or (II)

657 has been lawfully made available to the general public from widely  
658 distributed media,] and (B) does not include any (i) biometric data [that  
659 can be associated with a specific] about a consumer [and were] collected  
660 by a business without the consumer's [consent] knowledge, (ii)  
661 information that is collated and combined to create a consumer profile  
662 that is made available to a user of a publicly accessible Internet web site  
663 for compensation or free of charge, (iii) information that is made  
664 available for sale, (iv) inference generated from the information  
665 described in subparagraph (B)(ii) or (B)(iii) of this subdivision, (v)  
666 obscene visual depiction, as such term is used in 18 USC 1460, as  
667 amended from time to time, (vi) personal data that is created by  
668 combining any information described in subdivision (28) of this section  
669 with any information described in subparagraph (A) of this subdivision,  
670 (vii) genetic data, unless such genetic data is made publicly available by  
671 the consumer, (viii) information provided by a consumer on a publicly  
672 accessible Internet web site or online service (I) which Internet web site  
673 or online service is made available to the general public for  
674 compensation or free of charge, and (II) where the consumer has  
675 maintained a reasonable expectation of privacy in such information,  
676 including, but not limited to, by restricting such information to a specific  
677 audience, (ix) intimate image, as such term is used in section 53a-189c,  
678 known to be nonconsensual, or (x) intimate synthetically created image,  
679 as such term is used in section 53a-189d, known to be nonconsensual.

680 [(35)] (36) "Reproductive or sexual health care" means any health  
681 care-related services or products rendered or provided concerning a  
682 consumer's reproductive system or sexual well-being, including, but not  
683 limited to, any such service or product rendered or provided concerning  
684 (A) an individual health condition, status, disease, diagnosis, diagnostic  
685 test or treatment, (B) a social, psychological, behavioral or medical  
686 intervention, (C) a surgery or procedure, including, but not limited to,  
687 an abortion, (D) a use or purchase of a medication, including, but not  
688 limited to, a medication used or purchased for the purposes of an  
689 abortion, (E) a bodily function, vital sign or symptom, (F) a  
690 measurement of a bodily function, vital sign or symptom, or (G) an

691 abortion, including, but not limited to, medical or nonmedical services,  
692 products, diagnostics, counseling or follow-up services for an abortion.

693 [(36)] (37) "Reproductive or sexual health data" means any personal  
694 data concerning an effort made by a consumer to seek, or a consumer's  
695 receipt of, reproductive or sexual health care.

696 [(37)] (38) "Reproductive or sexual health facility" means any health  
697 care facility in which at least seventy per cent of the health care-related  
698 services or products rendered or provided in such facility are  
699 reproductive or sexual health care.

700 [(38)] (39) "Sale of personal data" means the exchange of personal data  
701 for monetary or other valuable consideration by the controller to a third  
702 party. "Sale of personal data" does not include (A) the disclosure of  
703 personal data to a processor that processes the personal data on behalf  
704 of the controller, (B) the disclosure of personal data to a third party for  
705 purposes of providing a product or service requested by the consumer,  
706 (C) the disclosure or transfer of personal data to an affiliate of the  
707 controller, (D) the disclosure of personal data where the consumer  
708 directs the controller to disclose the personal data or intentionally uses  
709 the controller to interact with a third party, (E) the disclosure of personal  
710 data that the consumer (i) intentionally made available to the general  
711 public via a channel of mass media, and (ii) did not restrict to a specific  
712 audience, or (F) the disclosure or transfer of personal data to a third  
713 party as an asset that is part of a merger, acquisition, bankruptcy or  
714 other transaction, or a proposed merger, acquisition, bankruptcy or  
715 other transaction, in which the third party assumes control of all or part  
716 of the controller's assets.

717 [(39)] (40) "Sensitive data" means personal data that includes (A) data  
718 revealing (i) racial or ethnic origin, (ii) religious beliefs, (iii) a mental or  
719 physical health condition, diagnosis, disability or treatment, (iv) sex life,  
720 sexual orientation or status as nonbinary or transgender, or (v)  
721 citizenship or immigration status, (B) consumer health data, (C) genetic  
722 or biometric data or information derived therefrom, (D) personal data

723 collected from an individual the controller has actual knowledge, or  
724 wilfully disregards, is a child, (E) data concerning an individual's status  
725 as a victim of crime, as defined in section 1-1k, (F) [precise geolocation  
726 data, (G)] neural data, [(H)] (G) a consumer's financial account number,  
727 financial account log-in information or credit card or debit card number  
728 that, in combination with any required access or security code,  
729 password or credential, would allow access to a consumer's financial  
730 account, or [(I)] (H) government-issued identification number,  
731 including, but not limited to, Social Security number, passport number,  
732 state identification card number or driver's license number, that  
733 applicable law does not require to be publicly displayed.

734 [(40)] (41) "Targeted advertising" means displaying advertisements to  
735 a consumer where the advertisement is selected based on personal data  
736 obtained or inferred from that consumer's activities over time and across  
737 nonaffiliated Internet web sites or online applications to predict such  
738 consumer's preferences or interests. "Targeted advertising" does not  
739 include (A) advertisements based on activities within a controller's own  
740 Internet web sites or online applications, (B) advertisements based on  
741 the context of a consumer's current search query, visit to an Internet web  
742 site or online application, (C) advertisements directed to a consumer in  
743 response to the consumer's request for information or feedback, or (D)  
744 processing personal data solely to measure or report advertising  
745 frequency, performance or reach.

746 [(41)] (42) "Third party" means a person, such as a public authority,  
747 agency or body, other than the consumer, controller or processor or an  
748 affiliate of the processor or the controller.

749 [(42)] (43) "Trade secret" has the same meaning as provided in section  
750 35-51.

751 Sec. 13. Subsection (a) of section 42-517 of the 2026 supplement to the  
752 general statutes, as amended by section 7 of public act 25-113, is  
753 repealed and the following is substituted in lieu thereof (*Effective October*  
754 *1, 2026*):

755 (a) (1) The provisions of sections 42-515 to 42-525, inclusive, as  
756 amended by this act, do not apply to any: [(1)] (A) Body, authority,  
757 board, bureau, commission, district or agency of this state or of any  
758 political subdivision of this state; [(2)] (B) person who has entered into  
759 a contract with any body, authority, board, bureau, commission, district  
760 or agency described in subparagraph (A) of this subdivision [(1) of this  
761 subsection] while such person is processing consumer health data on  
762 behalf of such body, authority, board, bureau, commission, district or  
763 agency pursuant to such contract; [(3)] (C) nonprofit organization; [(4)]  
764 (D) candidate committee, national committee, party committee or  
765 political committee, as such terms are defined in section 9-601; [(5)] (E)  
766 institution of higher education; [(6)] (F) national securities association  
767 that is registered under 15 USC 78o-3 of the Securities Exchange Act of  
768 1934, as amended from time to time; [(7)] (G) covered entity or business  
769 associate, as defined in 45 CFR 160.103; [(8)] (H) tribal nation  
770 government organization; [(9)] (I) air carrier, as defined in 49 USC 40102,  
771 as amended from time to time, and regulated under the Federal  
772 Aviation Act of 1958, 49 USC 40101 et seq., and the Airline Deregulation  
773 Act of 1978, 49 USC 41713, as said acts may be amended from time to  
774 time; [(10)] (J) insurer, as defined in section 38a-1, or its affiliate, fraternal  
775 benefit society, within the meaning of section 38a-595, health carrier, as  
776 defined in section 38a-591a, insurance-support organization, as defined  
777 in section 38a-976, or insurance agent or insurance producer, as such  
778 terms are defined in section 38a-702a; [(11)] (K) bank, Connecticut credit  
779 union, federal credit union, out-of-state bank or out-of-state credit  
780 union, or any affiliate or subsidiary thereof, as such terms are defined in  
781 section 36a-2, that [(A)] (i) is only and directly engaged in financial  
782 activities as described in 12 USC 1843(k), [(B)] (ii) is regulated and  
783 examined by the Department of Banking or an applicable federal bank  
784 regulatory agency, and [(C)] (iii) has established a program to comply  
785 with all applicable requirements established by the Banking  
786 Commissioner or the applicable federal bank regulatory agency  
787 concerning personal data; or [(12)] (L) agent, broker-dealer, investment  
788 adviser or investment adviser agent, as such terms are defined in section

789 36b-3, who is regulated by the Department of Banking or the Securities  
790 and Exchange Commission.

791 (2) The provisions of subdivision (1) of this subsection shall not be  
792 construed to excuse a controller from performing the controller's duties  
793 in response to the exercise of a consumer's rights afforded under  
794 subdivision (6) of subsection (a) of section 42-518, as amended by this  
795 act, insofar as such controller is processing the consumer's personal data  
796 by automated means for purposes of profiling in furtherance of a solely  
797 automated decision that results in the provision or denial by the  
798 controller to the consumer of any employment opportunity.

799 Sec. 14. Subsection (a) of section 42-518 of the 2026 supplement to the  
800 general statutes, as amended by section 8 of public act 25-113, is  
801 repealed and the following is substituted in lieu thereof (*Effective October*  
802 *1, 2026*):

803 (a) A consumer shall have the right to: (1) Confirm whether or not a  
804 controller is processing the consumer's personal data and access such  
805 personal data, including, but not limited to, any inferences about the  
806 consumer derived from such personal data and whether a controller or  
807 processor is processing a consumer's personal data for the purposes of  
808 profiling to make a decision that produces any legal or similarly  
809 significant effect concerning a consumer, unless such confirmation or  
810 access would require the controller to reveal a trade secret or the  
811 controller is prohibited from disclosing such personal data under  
812 subsection (e) of this section; (2) correct inaccuracies in the consumer's  
813 personal data, taking into account the nature of the personal data and  
814 the purposes of the processing of the consumer's personal data; (3)  
815 delete personal data provided by, or obtained about, the consumer; (4)  
816 obtain a copy of the consumer's personal data processed by the  
817 controller, in a portable and, to the extent technically feasible, readily  
818 usable format that allows the consumer to transmit the data to another  
819 controller without hindrance, where the processing is carried out by  
820 automated means, provided such controller shall not be required to

821 reveal any trade secret; (5) opt out of the processing of the personal data  
822 for purposes of (A) targeted advertising, (B) the sale of personal data,  
823 except as provided in subdivision (2) of subsection (a) of section 42-520,  
824 as amended by this act, or (C) profiling in furtherance of any automated  
825 decision that produces any legal or similarly significant effect  
826 concerning the consumer; (6) if the consumer's personal data were  
827 processed for the purposes of profiling in furtherance of any automated  
828 decision that produced any legal or similarly significant effect  
829 concerning the consumer, and if feasible, (A) question the result of such  
830 profiling, (B) be informed of the reason that such profiling resulted in  
831 such decision, (C) review the consumer's personal data that were  
832 processed for the purposes of such profiling, [and] (D) if the profiling  
833 decision concerned housing, taking into account the nature of the  
834 personal data and the purposes for which such personal data were  
835 processed, allow the consumer to correct any incorrect personal data  
836 that were processed for the purposes of such profiling and have the  
837 profiling decision reevaluated based on the corrected personal data, and  
838 (E) if the profiling decision concerned denial of an employment  
839 opportunity, taking into account the nature of the personal data and the  
840 purposes for which such personal data were processed, allow the  
841 consumer to be informed whether any personal data processed for the  
842 purposes of such profiling were submitted by a third party, allow the  
843 consumer to correct any incorrect personal data submitted by a third  
844 party that were processed for purposes of such profiling and have the  
845 profiling decision reevaluated based on the corrected personal data; and  
846 (7) obtain from the controller a list of the third parties to which such  
847 controller has sold the consumer's personal data or, if such controller  
848 does not maintain a list of the third parties to which such controller has  
849 sold the consumer's personal data, a list of all third parties to which such  
850 controller has sold personal data, provided the controller shall not be  
851 required to reveal any trade secret.

852       Sec. 15. Subsection (a) of section 42-520 of the 2026 supplement to the  
853 general statutes, as amended by section 9 of public act 25-113, is  
854 repealed and the following is substituted in lieu thereof (*Effective October*

855 1, 2026):

856 (a) (1) A controller shall: (A) Limit the collection of personal data to  
857 what is reasonably necessary and proportionate in relation to the  
858 purposes for which such data are processed, as disclosed to the  
859 consumer; (B) unless the controller obtains the consumer's consent, not  
860 process the consumer's personal data for any [material] new purpose  
861 that is neither reasonably necessary to, nor compatible with, the  
862 purposes that were disclosed to the consumer, pursuant to  
863 subparagraph (A) of this subdivision, taking into account (i) the  
864 consumer's reasonable expectation regarding such personal data at the  
865 time such personal data were collected based on the purposes that were  
866 disclosed to the consumer pursuant to subparagraph (A) of this  
867 subdivision, (ii) the relationship that such new purpose bears to the  
868 purposes that were disclosed to the consumer pursuant to  
869 subparagraph (A) of this subdivision, (iii) the impact that processing  
870 such personal data for such new purpose might have on the consumer,  
871 (iv) the relationship between the consumer and the controller and the  
872 context in which the personal data were collected, and (v) the existence  
873 of additional safeguards, including, but not limited to, encryption or  
874 pseudonymization, in processing such personal data for such new  
875 purpose; (C) establish, implement and maintain reasonable  
876 administrative, technical and physical data security practices to protect  
877 the confidentiality, integrity and accessibility of personal data  
878 appropriate to the volume and nature of the personal data at issue; (D)  
879 not process sensitive data concerning a consumer unless such  
880 processing is reasonably necessary in relation to the purposes for which  
881 such sensitive data are processed and without obtaining the consumer's  
882 consent, or, in the case of the processing of sensitive data concerning a  
883 consumer who the controller has actual knowledge, or wilfully  
884 disregards, is a child, without processing such data in accordance with  
885 COPPA; (E) not process personal data in violation of any law of this state  
886 that prohibits unlawful discrimination against consumers, and any  
887 evidence, or lack of evidence, concerning proactive anti-bias testing or  
888 any similar proactive effort to avoid processing such data in violation of

889 such law, including, but not limited to, any evidence or lack of evidence  
890 concerning the quality, efficacy, recency and scope of any such testing  
891 or effort, the results of such testing or effort and the response to the  
892 results of such testing or effort, shall be relevant to any claim available  
893 for a violation of such law and any defense available thereto; (F) not  
894 process personal data in violation of any federal law that prohibits  
895 unlawful discrimination against consumers; (G) provide an effective  
896 mechanism for a consumer to revoke the consumer's consent under this  
897 section that is at least as easy as the mechanism by which the consumer  
898 provided the consumer's consent and, upon revocation of such consent,  
899 cease to process the data as soon as practicable, but not later than fifteen  
900 days after the receipt of such request; (H) not sell the sensitive data of a  
901 consumer without the consumer's consent; and (I) not process the  
902 personal data of a consumer for purposes of targeted advertising, or sell  
903 the consumer's personal data, under circumstances where a controller  
904 has actual knowledge, or wilfully disregards, that the consumer is at  
905 least thirteen years of age but younger than eighteen years of age. A  
906 controller shall not discriminate against a consumer for exercising any  
907 of the consumer rights contained in sections 42-515 to 42-525, inclusive,  
908 as amended by this act, including denying goods or services, charging  
909 different prices or rates for goods or services or providing a different  
910 level of quality of goods or services to the consumer.

911 (2) Nothing in subdivision (1) of this subsection shall be construed to  
912 require a controller to provide a product or service that requires the  
913 personal data of a consumer which the controller does not collect or  
914 maintain, or prohibit a controller from offering a different price, rate,  
915 level, quality or selection of goods or services to a consumer, including  
916 offering goods or services for no fee, if the offering is in connection with  
917 a consumer's voluntary participation in a bona fide loyalty, rewards,  
918 premium features, discounts or club card program.

919 (3) No controller shall sell, share or transfer, or allow any other  
920 person to access, precise geolocation data.

921 Sec. 16. Subsection (a) of section 42-521 of the 2026 supplement to the  
922 general statutes, as amended by section 10 of public act 25-113, is  
923 repealed and the following is substituted in lieu thereof (*Effective October*  
924 *1, 2026*):

925 (a) (1) A processor shall adhere to the instructions of a controller and  
926 shall assist the controller in meeting the controller's obligations under  
927 sections 42-515 to 42-525, inclusive, as amended by this act. Such  
928 assistance shall include: [(1)] (A) Taking into account the nature of  
929 processing and insofar as is possible, to fulfill the controller's obligation  
930 to respond to consumers' requests to exercise their rights under section  
931 42-518, as amended by this act; [(2)] (B) taking into account the nature  
932 of processing and the information available to the processor, by  
933 assisting the controller in meeting the controller's obligations in relation  
934 to the security of processing the personal data and in relation to the  
935 notification of a breach of security, as defined in section 36a-701b, of the  
936 system of the processor, in order to meet the controller's obligations; and  
937 [(3)] (C) providing necessary information to enable the controller to  
938 conduct and document data protection assessments and impact  
939 assessments.

940 (2) No processor shall sell, share or transfer, or allow any other person  
941 to access, precise geolocation data.

942 Sec. 17. Subsection (a) of section 42-524 of the 2026 supplement to the  
943 general statutes is repealed and the following is substituted in lieu  
944 thereof (*Effective October 1, 2026*):

945 (a) (1) Nothing in sections 42-515 to 42-526, inclusive, as amended by  
946 this act, shall be construed to restrict a controller's, processor's or  
947 consumer health data controller's ability to: [(1)] (A) Comply with  
948 federal, state or municipal ordinances or regulations; [(2)] (B) comply  
949 with a civil, criminal or regulatory inquiry, investigation, subpoena or  
950 summons by federal, state, municipal or other governmental  
951 authorities; [(3)] (C) cooperate with law enforcement agencies  
952 concerning conduct or activity that the controller, processor or

953 consumer health data controller reasonably and in good faith believes  
954 may violate federal, state or municipal ordinances or regulations; [(4)]  
955 (D) investigate, establish, exercise, prepare for or defend legal claims;  
956 [(5)] (E) provide a product or service specifically requested by a  
957 consumer; [(6)] (F) perform [under] pursuant to a contract to which a  
958 consumer is a party, including fulfilling the terms of a written warranty;  
959 [(7)] (G) take steps at the request of a consumer prior to entering into a  
960 contract; [(8)] (H) take immediate steps to protect an interest that is  
961 essential for the life or physical safety of the consumer or another  
962 individual, and where the processing cannot be manifestly based on  
963 another legal basis; [(9)] (I) prevent, detect, protect against or respond to  
964 security incidents, identity theft, fraud, harassment, malicious or  
965 deceptive activities or any illegal activity, preserve the integrity or  
966 security of systems or investigate, report or prosecute those responsible  
967 for any such action; [(10)] (J) engage in public or peer-reviewed scientific  
968 or statistical research in the public interest that adheres to all other  
969 applicable ethics and privacy laws and is approved, monitored and  
970 governed by an institutional review board that determines, or similar  
971 independent oversight entities that determine, [(A)] (i) whether the  
972 deletion of the information is likely to provide substantial benefits that  
973 do not exclusively accrue to the controller or consumer health data  
974 controller, [(B)] (ii) the expected benefits of the research outweigh the  
975 privacy risks, and [(C)] (iii) whether the controller or consumer health  
976 data controller has implemented reasonable safeguards to mitigate  
977 privacy risks associated with research, including any risks associated  
978 with re-identification; [(11)] (K) assist another controller, processor,  
979 consumer health data controller or third party with any of the  
980 obligations under sections 42-515 to 42-526, inclusive, as amended by  
981 this act; or [(12)] (L) process personal data for reasons of public interest  
982 in the area of public health, community health or population health, but  
983 solely to the extent that such processing is [(A)] (i) subject to suitable  
984 and specific measures to safeguard the rights of the consumer whose  
985 personal data are being processed, and [(B)] (ii) under the responsibility  
986 of a professional subject to confidentiality obligations under federal,

987 state or local law.

988 (2) (A) Notwithstanding the provisions of subparagraph (I) of  
989 subdivision (1) of this subsection, no controller, processor or consumer  
990 health data controller shall use any facial recognition technology to  
991 prevent, detect, protect against or respond to security incidents, identity  
992 theft, fraud, harassment, malicious or deceptive activities or any illegal  
993 activity, preserve the integrity or security of systems or investigate,  
994 report or prosecute those responsible for any such action, unless: (i)  
995 Such facial recognition technology is used exclusively by such  
996 controller, processor or consumer health data controller to match still  
997 images or video to a database maintained exclusively by such controller,  
998 processor or consumer health data controller; and (ii) clearly legible  
999 signage is posted, at each entrance to the premises where the facial  
1000 recognition technology described in subparagraph (A)(i) of this  
1001 subdivision is in use, (I) alerting consumers entering such premises that  
1002 facial recognition technology is in use at such premises, and (II) that  
1003 includes a conspicuous hyperlink or quick response code that directs  
1004 consumers to the privacy policy maintained by such controller,  
1005 processor or consumer health data controller.

1006 (B) Each privacy policy maintained pursuant to subparagraph  
1007 (A)(ii)(II) of this subdivision shall require the controller, processor or  
1008 consumer health data controller to: (i) Enable a consumer to (I) readily  
1009 determine whether the consumer is included in the database described  
1010 in subparagraph (A)(i) of this subdivision, and (II) if the consumer is  
1011 included in such database, submit to such controller, processor or  
1012 consumer health data controller a written request that such consumer  
1013 be removed from such database; and (ii) not later than fifteen days after  
1014 such controller, processor or consumer health data controller receives a  
1015 written request submitted under subparagraph (B)(i)(II) of this  
1016 subdivision, (I) either grant or deny such request, and (II) send a written  
1017 notice to the consumer who submitted such request disclosing such  
1018 controller's, processor's or consumer health data controller's decision,  
1019 the reasons therefor and, if such controller, processor or consumer

1020 health controller denied such request, contact information for the office  
1021 of the Attorney General.

1022 Sec. 18. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

1023 (1) "Automated license plate reader" means a mobile or fixed  
1024 electronic device that is capable of recording data on, or taking a  
1025 photograph or video of, a vehicle or a vehicle's license plate;

1026 (2) "Automated license plate reader information" means information  
1027 that is (A) gathered by an automated license plate reader, or (B) created  
1028 through an analysis of the information gathered by an automated  
1029 license plate reader;

1030 (3) "Automated license plate reader user" means a person who (A)  
1031 owns or operates an automated license plate reader, or (B) has access to  
1032 the automated license plate reader information gathered by the  
1033 automated license plate reader;

1034 (4) "Exigent circumstances" (A) means circumstances that were  
1035 unforeseeable and pose an imminent threat to public health or safety,  
1036 (B) includes, but is not limited to, circumstances that would cause a  
1037 reasonable person to believe that access to automated license plate  
1038 reader information is necessary to prevent physical harm to an  
1039 individual, the destruction of evidence or the escape of a suspect, and  
1040 (C) does not include investigating any suspected immigration violation  
1041 or otherwise assisting in any immigration enforcement activity;

1042 (5) "Gender-affirming health care services" has the same meaning as  
1043 provided in section 52-571m of the general statutes;

1044 (6) "Law enforcement agency" has the same meaning as provided in  
1045 section 54-240 of the general statutes;

1046 (7) "Person" means an individual, association, corporation, limited  
1047 liability company, partnership, trust or other legal entity;

1048 (8) "Protected health care activity" means (A) seeking, providing or  
1049 receiving reproductive health care services or gender-affirming health  
1050 care services, and (B) assisting any other individual who is seeking,  
1051 providing or receiving reproductive health care services or gender-  
1052 affirming health care services, including, but not limited to, by  
1053 providing information, transportation, lodging or material support to  
1054 such other individual; and

1055 (9) "Reproductive health care services" has the same meaning as  
1056 provided in section 52-571m of the general statutes.

1057 (b) Beginning on October 1, 2026, the Department of Transportation,  
1058 the Department of Motor Vehicles or a law enforcement agency shall not  
1059 enter into or renew any contract with an automated license plate reader  
1060 user, unless such contract provides that the automated license plate  
1061 reader user shall not engage in any of the following activities with  
1062 respect to any automated license plate reader information gathered in  
1063 this state:

1064 (1) Sell such automated license plate reader information;

1065 (2) Share or transfer such automated license plate reader information  
1066 to any person other than the Department of Transportation, the  
1067 Department of Motor Vehicles or a law enforcement agency;

1068 (3) Allow any person other than the Department of Transportation,  
1069 the Department of Motor Vehicles or a law enforcement agency to access  
1070 such automated license plate reader information, unless the automated  
1071 license plate reader user is required to allow such person to access such  
1072 automated license plate reader information (A) pursuant to a signed  
1073 judicial warrant or valid court order issued by a court of competent  
1074 jurisdiction, or (B) due to the existence of exigent circumstances; or

1075 (4) Share or transfer such automated license plate reader information,  
1076 or allow access to such automated license plate reader information, if  
1077 the automated license plate reader user reasonably believes that such

1078 automated license plate reader information may be used for purposes  
1079 of (A) investigating any suspected immigration violation or otherwise  
1080 assisting in any immigration enforcement activity, (B) investigating any  
1081 suspected, or prosecuting any alleged, activity, including, but not  
1082 limited to, any protected health care activity, that is legal in this state, or  
1083 (C) any effort to identify, or impose any civil or criminal liability on, any  
1084 person based solely on such person's participation in any activity that is  
1085 protected by the United States Constitution or the Constitution of the  
1086 state of Connecticut, including, but not limited to, any exercise of such  
1087 person's right to freedom of speech, to peaceably assemble or to petition  
1088 the government for a redress of grievances, except as otherwise  
1089 provided by applicable state or federal law.

1090 (c) Automated license plate reader information is confidential and  
1091 shall not be deemed a public record for the purposes of the Freedom of  
1092 Information Act, as defined in section 1-200 of the general statutes.

1093 (d) The Attorney General may institute proceedings to enforce the  
1094 provisions of subsections (b) and (c) of this section. In any proceedings  
1095 instituted under this subsection, the court may grant appropriate relief,  
1096 including, but not limited to, preliminary, temporary or permanent  
1097 injunctive relief.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2026</i>	New section
Sec. 2	<i>October 1, 2026</i>	New section
Sec. 3	<i>October 1, 2026</i>	New section
Sec. 4	<i>October 1, 2026</i>	New section
Sec. 5	<i>October 1, 2026</i>	New section
Sec. 6	<i>October 1, 2026</i>	New section
Sec. 7	<i>October 1, 2026</i>	New section
Sec. 8	<i>October 1, 2026</i>	New section
Sec. 9	<i>October 1, 2026</i>	New section
Sec. 10	<i>October 1, 2026</i>	New section
Sec. 11	<i>October 1, 2026</i>	New section

Sec. 12	<i>October 1, 2026</i>	42-515
Sec. 13	<i>October 1, 2026</i>	42-517(a)
Sec. 14	<i>October 1, 2026</i>	42-518(a)
Sec. 15	<i>October 1, 2026</i>	42-520(a)
Sec. 16	<i>October 1, 2026</i>	42-521(a)
Sec. 17	<i>October 1, 2026</i>	42-524(a)
Sec. 18	<i>October 1, 2026</i>	New section

**Statement of Purpose:**

To (1) provide for the registration of data brokers, (2) require the Commissioner of Consumer Protection to establish an accessible deletion mechanism program, (3) require manufacturers to affix tariff cost estimates to new automobiles, (4) require disclosures regarding the use of personalized algorithmic pricing, (5) amend the Connecticut Data Privacy Act by (A) defining "facial recognition technology", (B) redefining "publicly available information", (C) eliminating the entity-level exemption for certain processing decisions concerning employment, (D) providing consumers with additional rights concerning certain profiling decisions, (E) prohibiting the sale, sharing, transfer or allowance of access to precise geolocation data, and (F) establishing new requirements concerning facial recognition technology, and (6) requiring certain state and municipal contracts to restrict the sale, sharing, transfer or allowance of access to automated license plate reader information.

*[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]*

Co-Sponsors: SEN. LOONEY, 11th Dist.; SEN. DUFF, 25th Dist.  
 SEN. ANWAR, 3rd Dist.; SEN. CABRERA, 17th Dist.  
 SEN. COHEN, 12th Dist.; SEN. FLEXER, 29th Dist.  
 SEN. GADKAR-WILCOX, 22nd Dist.; SEN. GASTON, 23rd Dist.  
 SEN. HARTLEY, 15th Dist.; SEN. HOCHADEL, 13th Dist.  
 SEN. HONIG, 8th Dist.; SEN. KUSHNER, 24th Dist.  
 SEN. LESSER, 9th Dist.; SEN. LOPES, 6th Dist.  
 SEN. MAHER, 26th Dist.; SEN. MARONEY, 14th Dist.  
 SEN. MARX, 20th Dist.; SEN. MCCRORY, 2nd Dist.  
 SEN. MILLER P., 27th Dist.; SEN. NEEDLEMAN, 33rd Dist.  
 SEN. OSTEN, 19th Dist.; SEN. RAHMAN, 4th Dist.  
 SEN. SLAP, 5th Dist.

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