

[UNIFORM] PERSONAL DATA PROTECTION AND INFORMATION SYSTEM SECURITY ACT

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1 **[UNIFORM] PERSONAL DATA PROTECTION AND INFORMATION SYSTEM**
 2 **SECURITY ACT**

3
 4 **PREFATORY NOTE**

5 A torrent of technological innovation promises to sweep away restraints on individual energy
 6 and ingenuity at the same time it threatens to overwhelm the delicate framework of trust within which
 7 data about individuals is collected and processed. In order to safeguard that trust in the face of
 8 spectacular advances in information technology, a fundamental reevaluation of the rights and
 9 obligations of individuals and those who collect and process data about those individuals is needed.
 10 That reevaluation requires careful consideration of both the benefits consumers enjoy when
 11 technological innovation is channeled into responsible, productive uses and the costs imposed on
 12 consumers by inappropriate, careless or even malign uses of technological innovation.
 13

1 The Uniform Personal Data Protection and Information System Security Act safeguards
2 consumer trust by requiring those who do business with consumers to observe widely accepted
3 principles of fair information and privacy practices (FIPPs), to limit their use and disclosure of
4 consumers' data to purposes that are compatible with the original purposes for which the data was
5 collected and for which consumers have either expressly or impliedly consented. The Act also sets
6 clear rules for how consent must be obtained for non-compatible uses and prohibits uses that exceed the
7 boundaries of consumer consent.

8
9 The Act counterbalances technological innovation with governance innovation to create a
10 dynamic framework within which consumer trust can be preserved even in the face of as yet
11 unimagined scientific and technological advances. One of the Act's principal governance innovations
12 is to distinguish between personal data protected by stringent privacy protections and personally
13 identifiable information protected by more flexible security requirements. The Act requires the use of
14 personal data, within structured systems and retrievable using unique identifiers, to comply with the
15 FIPPs. For systems of personally identifiable information, the Act requires appropriate security
16 protections and privacy risks assessments.

17
18 By calibrating the level of privacy protection required with the risk of harm to the consumer
19 whose personal information is being used, this distinction between different categories of information
20 about consumers moderates compliance costs for business while increasing privacy protections for
21 consumers. The distinction also harmonizes the Constitutional protections accorded to the free
22 exchange of publicly available information under the First Amendment with the need to maintain trust
23
24 between consumers and businesses that collect personal data from and have a relationship with them.
25 Furthermore, the Act incorporates these new privacy protections into the existing well-understood state
26 and federal system of consumer protection, which the Act harmonizes seamlessly with the existing
27 federal and state system of sectoral privacy laws.

28
29 The Act, therefore, restores trust by requiring businesses to observe widely accepted fair
30 information practice principles (FIPPs) and by imposing appropriate security projections, ensuring that
31 businesses will have sustainable access to the information they need to compete and innovate
32 successfully.

33
34 **The essential features of the Act.** The essential features of the Act are:

35
36 (1) the Act does not seek to regulate all information available to businesses about consumers,
37 regardless of how it is obtained, but to protect personal data collected from a consumer by an entity in a
38 relationship with a covered entity by requiring the consumer's consent to the use of the personal data so
39 provided;

40
41 (2) the Act reasonably permits businesses to use the personal data provided by consumers for
42 uses, other than the original use, as long as that use is compatible with the original purposes for which
43 the personal data was provided;

44
45 (3) the Act also permits businesses to use the personal data provided by the consumer for non-
46 compatible uses, if and only if, the business gives the consumer sufficient notice and information about

1 the non-compatible use and the consumer has the opportunity to withhold consent;

2
3 (4) the Act extends additional protections to the use of sensitive personal data and prohibits the
4 misuse of personal data to cause a consumer harm;

5
6 (5) the Act requires businesses to give consumers information about any personal data they
7 collected from a consumer and how they can access and correct the personal data, unless it is publicly
8 available information;

9
10 (6) the Act requires that businesses must have appropriate safeguards to protect all of the
11 information they have about consumers;

12
13 (7) the Act provides for a robust safe harbor for voluntary consensus standards, recognized by
14 the state’s Attorney General, which apply privacy protections and information system security
15 requirements appropriately to defined sectors and in specific contexts; and

16
17 (8) the Act is enforced by the Attorney General through state consumer protection laws, a
18 familiar and well-understood protection of consumers from deceptive and unfair business practices.

19
20 **Seven fundamental governance innovations in the Act.** The Act avoids problems that have
21 bedeviled other legal privacy frameworks through seven governance innovations:

22
23 (1) by regulating only data collected from a consumer in connection with a relationship with a
24 covered entity;

25
26 (2) by explicitly excluding publicly available information from the FIPP provisions;

27
28 (3) by distinguishing between personal data, to which privacy protections apply, and systems of
29 personal identifiable information, to which information security and privacy risk assessment
30 requirements apply;

31 (4) by implying consumer consent for uses compatible with the original use;

32
33 (5) by creating a safe harbor for voluntary consensus standards for tailoring the Acts
34 requirements appropriately for defined sectors and in specific contexts;

35
36 (6) by enforcing the Act through the state’s consumer protection laws; and

37
38 (7) by deeming businesses in compliance with substantially-similar state, federal and
39 international privacy laws and international privacy frameworks to be in compliance with the Act.

40
41 **First, personal data provided by a consumer in the context of a relationship between the**
42 **consumer and covered entity.** The Act defines a “covered entity” as “a person that *collects personal*
43 *data from a consumer, in connection with a relationship with the consumer.*”
44

45 These two requirements, that the business collect the personal data from the consumer and in
46 connection with a relationship with the consumer, operate together to limit the scope of the Act to a

1 constitutionally defensible and manageable level.

2
3 The Act distinguishes between personal data *provided by the consumer to the business*, and any
4 other personal data lawfully available to the business about the consumer, some of which is publicly
5 available. Personal data provided by the consumer to the business enjoys the protection of the Act's
6 provisions implementing FIPPs. In this way, the Act is in accord with the legitimate privacy concerns
7 of a reasonable consumer. A reasonable consumer has a legitimate interest in the privacy of personal
8 data *provided to a business by the consumer*. The Act protects this privacy interest by insuring that the
9 consumer consents to the use, and that the consumer may refuse to permit any non-compatible use,
10 after receiving sufficient prior notice and information. The Act protects a reasonable consumer's
11 expectation that sensitive personal data will receive special privacy protections and that personal data
12 will not be misused to harm the consumer.

13
14 Furthermore, regulating collecting personal data from a consumer *in the context of a*
15 *relationship between a consumer and a covered entity* recognizes an implied contract between them to
16 use the consumer's personal data in accordance with the consumer's consent and protects the legitimate
17 government interest in insuring that businesses do not exploit their relationship with consumers.
18 Government regulation of information provided in the context of a relationship has received broad
19 constitutional latitude. *See, e.g., Snepp v. United States*, 444 U.S. 507 (1980) (agreement to submit
20 writings to pre-publication review allowed for prior judicial restraint preventing publication); *Cohen v.*
21 *Cowles Media Co.*, 501 U.S. 663 (1991) (upholding liability against journalist who breached
22 confidential relationship with a source). Thus, basing the Act's privacy protections on personal data
23 provided by the consumer to the business and on the relationship between the consumer and the
24 business places the Act's constitutionality on firm ground.

25
26 Laws like the EU's General Data Protection Regulation ["GDPR"] and the California
27 Consumer Privacy Act ["CCPA"], that purport to regulate all personal information generally, however,
28 are often constitutionally infirm. The reason is that publicly available information enjoys First
29 Amendment protection, *see, e.g., Sorrell v. IMS Health Inc.*, 564 U.S. 552, 570 (2011) ("the creation
30 and dissemination of information [is] speech within the meaning of the First Amendment."), and a
31 restriction on speech cannot be justified "by merely asserting a broad interest in privacy." *U.S. West,*
32 *Inc. v. FCC*, 182 F.3d 1224, 1235 (10th Cir. 1999). "Privacy may only constitute a substantial state
33 interest if the government specifically articulates and properly justifies it." *Id.* As a result, courts have
34 struck down, on First Amendment grounds, laws limiting disclosure of even highly personal data, such
35 as the names of rape victims, judges and juveniles involved in legal proceedings, legislators' names,
36 home addresses, and phone numbers, realtors' home phone numbers, and an individual's social security
37 number, when the data is publicly available and related to matters of public concern.

38
39 Finally, these limitations insure that the cost to businesses of compliance is reasonable and
40 reduce the resources needed by the government to enforce it. Laws like the GDPR and the CCPA,
41 however, result in unreasonably high compliance costs for businesses and require massive resources for
42 government agencies to enforce.

43
44 **Second, excludes publicly available information from FIPP provisions.** The Act also limits
45 the scope of the Act by explicitly excluding solely publicly available information from regulation by
46 the FIPP provisions which require businesses to allow consumers to access and correct personal data

1 and from the prohibited uses provision. A collection of publicly available information about a
2 consumer, however, is protected by the Act's information system security requirements.

3
4 As explained above, publicly available information is protected by the First Amendment and
5 consumers do not have a legitimate privacy interest in publicly available information. Thus, applying
6 the FIPP provisions or the prohibited use provision to publicly available information would be
7 unconstitutional.

8
9 **Third, distinguishes between personal data and personally identifiable information.** The
10 Act distinguishes between personal data and personally identifiable information for purpose of
11 regulation. **“Personal data”** means data about a consumer, such as financial activity, medical history,
12 employment, or other personal attributes, and which contains the consumer's identifier. **“Identifier”**
13 means any information that is routinely used to retrieve data about a particular consumer, such as the
14 consumer's name, physical address, email address or Social Security number.

15
16 Personal data, if provided to the business by the consumer in a relationship with a business, is
17 protected by the Act's provisions implementing FIPPs. The Act requires consent for the use by the
18 business of such personal data, which includes compatible uses, requires notice, information, and an
19 opportunity to withhold consent for any proposed non-compatible use, and requires affirmative consent
20 for every use of sensitive personal data. In addition, a business must inform customers of the business'
21 procedures for how the consumer can access and correct the customer's personal data, and for how the
22 consumer can hold the business accountable for, and redress, any harm caused by the unauthorized use
23 or disclosure of the personal data. Furthermore, the business must inform customers of the categories of
24 personal data maintained by the business, the sources of personal data, each compatible use made of
25 personal data, each non-compatible use proposed to be made of personal data and any required notice
26 and information about the proposed non-compatible use, including the opportunity to withhold consent
27 to a non-compatible use.

28
29 In applying FIPPs to only personal data, and not to all other information about a consumer, the
30 Act appropriately limits the scope of regulation to only data likely to be used to make decisions about
31 the consumer, recognizes the mutual interest of businesses and consumers in sustaining a relationship
32 of trust that arises from appropriate use of the personal data and accurate decisionmaking, and avoids
33 the intractable problems associated with trying to apply FIPPs to all information about a consumer.

34
35 **“Personally identifiable information,”** however, is much broader and includes information
36 that can be used to distinguish or trace an individual's identity, either alone or when combined with
37 other information that is linked or linkable to a particular individual, including personal data and
38 publicly available information.

39
40 Here, too, consumers and businesses have a mutual interest in making sure that the
41 maintenance and storage of personally identifiable information is protected from theft and use or
42 misuse by third parties, so the Act requires security protections and risk assessments for such
43 information systems.

44
45 **Fourth, compatible use.** The Act implies customers consent to any compatible use.
46 Compatible use is the processing of personal data that is sufficiently related to the original purpose for

1 which the personal data was collected that it is reasonable to imply a consumer’s consent to the
2 processing. The Act establishes factors to consider to determine if other uses are considered
3 compatible, including the context of the consumer’s relationship with the covered entity, the type of
4 transaction in which the personal data was collected, the type and nature of the personal data which was
5 collected, and the risk of any negative consequences of the proposed use or disclosure of the personal
6 data on the consumer. The Act also establishes that certain uses of personal data collected from the
7 consumer is compatible, including effectuating a transaction with a consumer with the consumer’s
8 knowledge or participation and compliance with legal obligations of the covered entity.
9

10 The Act’s implied consent for compatible uses of the personal data the customer provided the
11 business is a reasonable accommodation that balances the legitimate privacy interests of the consumer
12 with rapid technological development and innovation. At the time the customer provides personal data
13 to a business and consents to its use, future development of compatible uses is unknown. Some privacy
14 laws required consent for each future use, when it is reasonable in some cases to assume that the
15 customer would consent if the new use is sufficiently related to the original purpose for which the
16 personal data was collected. Requiring consent for each future compatible use unnecessarily stifles
17 innovation and substantially increases cost with no net benefit to the customer. However, if a future use
18 is non-compatible, then the Act requires the customer’s consent.
19

20 **Fifth, robust safe harbor for voluntary consensus standards.** The Act creates a safe harbor
21 for covered entities that comply with voluntary consensus standards, recognized by the state Attorney
22 General, that implements the Act’s personal data privacy protections and information system security
23 requirements for defined sectors and in specific contexts. These voluntary consensus standards are to be
24 developed in partnership with consumers, businesses, and other stakeholders by organizations such as
25 the American National Standards Institute, and by using a consensus process that is transparent,
26 accountable and inclusive and that complies with due process. This safe harbor for voluntary consensus
27 standards is modeled on Articles 40 and 41 of the GDPR, which provides for recognition of industry
28 “codes of conduct,” the Consumer Product Safety Act (“CPSA”), 15 U.S.C. § 2056, *et seq.*, which
29 uses voluntary consensus standards to keep consumer products safe, and the Children’s Online Privacy
30 Protection Act (“COPPA”), 15 U.S.C. § § 6501-6506, which uses such standards to protect children’s
31 privacy online. This provision of the Act is in conformity with the Office of Management and Budget
32 (OMB) Circular A-119, which establishes policies on federal use and development of voluntary
33 consensus standards.
34

35 By recognizing voluntary consensus standards, the Act provides a mechanism to tailor the
36 Act’s requirements for defined sectors and in specific contexts, enhancing the effectiveness of the Act’s
37 privacy protections and information system security requirements, reducing the costs of compliance for
38 those sectors and in those contexts, and, by requiring that the voluntary consensus standard be
39 developed through the consensus process of a voluntary consensus standards body, the concerns and
40 interests of all interested stakeholders are considered and reconciled, thus ensuring broad-based
41 acceptance of the resulting standard. Finally, by recognition of voluntary consensus standards by the
42 Attorney General, the Act ensures that the voluntary consensus standard substantially complies with the
43 Act.
44

45 **Sixth, enforcement through consumer protection laws.** The Act is enforced through a state’s
46 consumer protection laws, which is a familiar and well-understood protection of consumers from

1 deceptive and unfair business practices. These consumer protection laws provide for enforcement by
2 the state’s Attorneys General and, in some states, by a private cause of action.
3

4 By utilizing a state’s consumer protection law as the enforcement mechanism for the Act, the
5 Act is integrated into a well-established state enforcement regime with existing enforcement personnel,
6 established procedures, and well-developed legal standards. This ensures effective enforcement and
7 reduces novel questions and unexpected legal developments.
8

9 **Seventh, interoperability.** The Act avoids unnecessary conflicts with existing state and federal
10 laws, in principle, by linking its enforcement to the state consumer protection framework. But the Act
11 goes farther by providing that, if the requirements of the Act are inconsistent with any federal or state
12 laws that currently regulate specific sectors, the Act is not applicable in that instance. The Act also
13 requires that voluntary consensus standards reasonably reconcile the Act with other applicable federal
14 and state laws. Finally, the Act deems businesses in compliance with the requirements of the Act, if
15 they are in compliance with other general privacy and/or information system security laws, such as the
16 GDPR and the CCPA, as well as international privacy frameworks, such as the voluntary Cross-Border
17 Privacy Rules system of the Asian Pacific Economic Cooperation Region of 27 countries and the US-
18 EU Privacy Shield framework, and other similar laws or frameworks.
19

20 These interoperability provisions of the Act with existing state, federal and international
21 privacy laws and international frameworks substantially reduces the compliance cost to covered entities
22 already in compliance with sector or context specific laws, general privacy laws enacted in other states
23 or internationally, or international privacy frameworks.
24

25 **Conclusion, a new and innovative approach to privacy protection.** The flexibility of the
26 Act allows it to protect consumer privacy in ways fundamentally different from the rigid, top-down
27 bureaucratic approach that characterizes the GDPR and the CCPA and, as a result, the Act is more
28 likely to achieve higher compliance at a reduced cost.
29

30 The result is a legislative framework that represents a new and innovative approach to privacy
31 law that is flexible enough to accommodate the rapid pace of technological innovation and that is
32 strong enough to ensure that competition and innovation do not come at the expense of misuse or abuse
33 of personal data or exposure of information systems to exfiltration or theft.
34

1 divulge the data to a person not employed by the covered entity. “Disclose” has a comparable
2 meaning.

3 (6) “Electronic” means relating to technology having electrical, digital, magnetic,
4 wireless, optical, electromagnetic, or similar capabilities.

5 (7) “Government unit” means a public corporation or government, or government subdivision,
6 agency or instrumentality.

7 (8) “Identifier” means information routinely used to retrieve data about a consumer, including,
8 but not limited to:

9 (A) a first and last name;

10 (B) a home or other physical address, including the name of the street or municipality;

11 (C) an electronic mail address;

12 (D) a Social Security number, telephone number, account or license number, or other
13 data assigned to a consumer or a consumer’s electronic device;

14 (E) an Internet protocol address; or

15 (F) data linked to a particular browser or device in the possession of a consumer,
16 if used to identify personal data of the consumer.

17 (9) “Information system” means a collection or grouping of personally identifiable
18 information, which is under the custody, care, or control of a covered entity, and in which personally
19 identifiable information is maintained or stored.

20 (10) “Materially” means to a substantial or significant extent or degree.

21 (11) “Person” means an individual, estate, trust, partnership, business or nonprofit entity, or
22 other legal entity. The term does not include a government unit.

23 (12) “Personal data” means any item, collection, or grouping of data about a consumer,

1 including, but not limited to, education, financial activity, medical history, employment, or other
2 personal attributes, and which contains an identifier of the consumer.

3 (13) “Personally identifiable information” means information, including personal data or
4 publicly available information, regardless from whom it is collected, that can be used to distinguish or
5 trace an individual’s identity, either alone or when combined with other information that is linked or
6 linkable to the individual.

7 (14) “Process,” with respect to personal data, means the collection, use, disclosure,
8 maintenance, storage, erasure, analysis, or modification of personal data, or the use or disclosure of
9 personal data to generate a new form of personal data. “Processing” has a corresponding meaning.

10 (15) “Publicly available information” means information lawfully made available to the public
11 from federal, state, or local government records, or from generally accessible and widely-distributed
12 media.

13 (16) “Record” means information that is inscribed on a tangible medium or that is stored
14 in an electronic or other medium and is retrievable in perceivable form.

15 (17) “Sensitive personal data” means personal data that contains a consumer’s date and place
16 of birth, mother’s maiden name, racial or ethnic origin, a government-issued identification number,
17 including a social security number or a driver’s license number, insurance plan numbers, financial
18 account numbers, past, present or future medical condition or treatment, genetic data, unique
19 biometric data, precise geolocation data, or other similar personal data.

20 (18) “Sign” means, with present intent to authenticate or adopt a record:

21 (A) to execute or adopt a tangible symbol; or

22 (B) to attach to or logically associate with the record an electronic symbol, sound,
23 or process.

1 (19) “Stakeholder” means a person with a demonstrated interest in, or a person or
2 governmental unit that is materially affected by, the outcome of the voluntary consensus standard
3 setting process.

4 (20) “System of personal data” means a collection or grouping of personal data, or personal
5 data coupled with any other information:

6 (A) under the custody, care, or control of a covered entity; and

7 (B) from which, as part of the routine activities of the entity, personal data is
8 retrieved by means of an identifier.

9 (C) The term does not include a collection or grouping of personal data consisting
10 solely of publicly available information, or information derived exclusively from publicly
11 available information, which was not provided to the covered entity by the consumer.

12 (21) “Use,” with respect to personal data, means the employment, application, examination, or
13 sharing of personal data among the workforce of a covered entity and its affiliates.

14 (22) “Voluntary consensus standard” means a standard developed by a voluntary consensus
15 standards body.

16 **Comment**

17
18 **Section 2(1) Compatible Use**—When a business collects personal data from a consumer
19 for the purposes of commercial transaction, a relationship arises based on their mutuality of
20 interests, in which there is an understanding, an implied contract, that the business will limit the
21 use of the personal data to purposes that are *compatible* with the purpose for which the data was
22 originally collected. This mutuality of interests limits ethical information practices to *only*
23 *compatible uses* of a consumer’s personal data and is the core idea of the Fair Information
24 Practice Principles, which is the basis of all commercial information privacy laws.¹

¹ *Records, Computer and the Rights of Citizens, Report of the Secretary’s Advisory Committee on Automated Personal Data Systems*, U.S. Department of Health, Education and Welfare (July, 1973) (“HEW Report”). In rejecting the concept of privacy as individual control of personal information, the HEW Report noted that:

1 The definition of the term “*compatible use*” is derived from Section 552a(a)(7) of the
2 Privacy Act of 1974, which, regarding disclosures, is defined as “the use of such record for a
3 purpose which is *compatible* with the purpose for which it was collected.” The idea of a
4 compatible use also plays a central role in the GDPR, where Article 6(4) provides that processing
5 of personal data is not based on the data subject’s consent if it is not “compatible with the
6 purpose for which the personal data have been collected.”
7

8 The close relationship between compatibility and consent in the GDPR makes clear that
9 whether a use or disclosure of personal data is or is not compatible is equivalent to the question
10 whether the use or disclosure is one for which an individual’s consent can reasonably be implied.
11 *Implied consent*, of course, is not a function of the subjective intent of any individual. As noted
12 by Section 5(I) of the American Law Institute’s Principles of Law, Data Protection, the express
13 [subjective] consent of an individual is not required for the use or disclosure of personal data in a
14 way that is *compatible* with the purposes for which it was originally collected. Compatibility is
15 thus related to the *objective concept of consent*—when consent can be reasonably implied for the
16 use or disclosure of personal data given the original purpose and the nature and context of the
17 relationship. This objective notion of consent reflects normative social understandings about the
18 mutuality of interests between the consumer and the business, as well as other controlling legal
19 obligations and social norms.
20

21 By tying the concept of *compatibility* to (objective) reasonably implied consent, the Act
22 can then establish meaningful individual (subjective) consent requirements for the exceptional
23 cases—the *non-compatible uses*. While the GDPR recognizes the relationship of consent to
24 compatibility, it fails to distinguish between the subjective and objective concepts of consent.
25 The confusion of these concepts, together with threats of punishment by government authorities,
26 transforms the natural relationship of mutual trust between the consumer and the business into an
27 adversarial relationship. Businesses assume a defensive posture with consumers and try to
28 document individual consent for everything, turning consent into a meaningless “checkbox”
29 ritual. This Act restores trust, by allowing the notion of compatibility to reflect the mutual
30 interests of individuals with organizations processing data about them, resulting in a reasonable
31 and appropriate use of that personal data by covered entities, consistent with law.
32

33 **Section 2(2) Consumer**—The definition of consumer is based on the standard definition

Records of personal data usually reflect and mediate relationships in which both individuals and institutions have an interest, and are usually made for purposes that are shared by institutions and individuals. In fact, it would be inconsistent with this essential characteristic of mutuality to assign the individual record subject a unilateral role in making decisions about the nature and use of his [or her] record. . . . Similarly, it would be equally out of keeping with the mutuality of record-generating relationships to assign the institution a unilateral role in making decisions about the content and use of its records about individuals.

Id at 40.

1 of the term used in most consumer protection statutes, with the addition of the term “digital
2 services.”. The term “digital services” is defined in Section 2(4).

3
4 **Section 2(3) Covered Entity**—The definition of a covered entity ensures that the Act
5 regulates personal data *collected from a consumer* in the context of a *relationship between a*
6 consumer and a covered entity. To the extent that a third-party has an indirect relationship with a
7 consumer, because of a relationship with a covered entity allowing the third-party access to
8 personal data about the consumer, the third party is a covered entity, whether or not the
9 consumer is aware of the relationship.

10
11 The close tie to a relationship between a consumer and a business relates back to the
12 mutual relationship of trust between the covered entity and consumer that is the guiding principle
13 underlying the Act as a whole. Keeping the Act closely tied to the relationship between
14 consumer and covered entity keeps the scope of the Act within appropriate limits, the cost to
15 business of compliance reasonable, and the resources needed by the government to enforce it
16 realistic. Laws like the GDPR and the CCPA that purport to regulate personal information
17 directly, outside of the context of a relationship, result in unreasonably high compliance costs for
18 business, and the need for massive resources by government agencies to enforce.

19
20 Furthermore, In the United States, universal data protection frameworks that regulate
21 information directly, risk trenching on First Amendment freedoms. *See, e.g., Sorrell v. IMS*
22 *Health Inc.*, 564 U.S. 552, 570 (2011) (“the creation and dissemination of [private] information
23 is speech for First Amendment purposes. . . . the State may not infringe these rights to protect a
24 generalized interest in consumer privacy.”) By contrast, government regulation of personal
25 information in the context of a relationship receives broad constitutional latitude by the Supreme
26 Court. *See, e.g., Snepp v. United States*, 444 U.S. 507 (1980) (agreement to submit writings to
27 pre-publication review allowed for prior judicial restraint preventing publication); *Cohen v.*
28 *Cowles Media Co.*, 501 U.S. 663 (1991) (upholding under rational basis test finding of liability
29 against journalist who breached confidential relationship with a source).

30
31 **Section 2(4) Digital services**—Digital services are included in the definition of consumer
32 to clarify that a consumer includes an individual seeking digital services.

33
34 **Section 2(8) Identifier**— The use of the term “identifier” is borrowed from language of
35 computer science, where it is used to denote a term that identifies *a person or thing*. Linking an
36 *identifier* to information about a person is essential if the principles of fair information practices
37 are to be administrable within a system of FIPPs based on privacy rights, because these privacy
38 rights were originally designed to apply only within a pre-existing nexus in which an identifier is
39 used to retrieve information about a person in a structured database, usually to make decisions
40 about the person, triggering intuitions of fairness and due process.

41
42 The Privacy Act of 1974 captures the idea of an identifier by using term “identifying
43 particular” in its definition of “record” at 5 U.S.C. 552a(a)(4). Because this phrase is awkward
44 and has led to confusion by the court decisions that have interpreted it, the Act adopts the term
45 “identifier” to denote terms directly identify a unique individual. For example, the term “Barack
46 Obama” is an identifier. Descriptions using more general attributes, such as “former President of

1 the United States,” “former Senator of Illinois,” “former president of the Harvard Law Review,”
2 or “married to his law school classmate,” may be used to refer to a unique person, but only when
3 additional context is implicitly understood. That said, the concept of an identifier is a functional
4 one to denote any means in which personal data routinely and regularly retrieved to make
5 decisions about the person to whom the data pertains. For example, numerical data used to
6 identify a particular device in the possession of a consumer may be an identifier if it is regularly
7 used to retrieve personal data about a particular consumer in a system of personal data.
8

9 **Section 2(9) Information System**—An “information system” is composed of computers
10 and people that process information. This concept in the Act is based on Section 208 of the E-
11 Government Act, and the Federal Information Security Management Act, both enacted in 2002.
12 Section 208 of the E-Government Act requires privacy impact assessments, focusing on risks to
13 individual privacy, but the risks are evaluated at the overall system level in the same way that the
14 information security provisions of the FISMA and its requirements for notification of breaches
15 also focus on risks not to particular individuals, but to individuals generally as part of the overall
16 management of the information system. Because risks at the system level are not limited to
17 personal data alone – that is information tied to specific identifiers – Section 208 of the E-
18 Government Act and the FISMA use the extremely broad concept of “individually identifiable
19 information.” As discussed in the Comments to Section 2(13), Personally Identifiable
20 Information, it is important to avoid conflating the concept of personal data with the concept of
21 personally identifiable information—that is, confusing protecting individual privacy by
22 implementing fair information practice principles, with the controls designed to protect against
23 security risks to an entire information system.
24

25 Federal laws that apply to information systems used by the U.S. government carefully
26 distinguish between these difference concepts and, as a result, establish a workable framework
27 within which the privacy interest of individuals in their personal data can be harmonized with the
28 other essential functions of government. Congress recognized, when it enacted the Privacy Act,
29 that it needed to protect individual privacy rights and to establish protections around the nexus of
30 retrievability of records in a system of records. Congress did not attempt to expand the scope of a
31 “record” in the Privacy Act, when it enacted the E-Government Act and the FISMA in 2002,
32 because it recognized implementing a set of privacy protections based on fair information
33 practices using the broad definition of personally identifiable information would create
34 unnecessary confusion and provide little by way of additional privacy protection to individuals.
35 Since 2002, the federal government has operated with two different concepts of personal
36 information: records within systems governed by the Privacy Act, and personally identifiable
37 information within systems governed by the E-Government Act and the FISMA.
38

39 **Section 2(12) Personal Data**— The term “personal data” constitutes the first of the two
40 central privacy concepts in the Act, the other concept being “personally identifiable
41 information.” These two terms serve entirely different functions and must not be confused with
42 each other.
43

44 The term “personal data” corresponds closely to the term “record” in Section 552a(a)(4)
45 in the Privacy Act of 1974. A “record,” in the Privacy Act, must contain information about an
46 individual, as well as a name or other identifying particular. *See e.g., Tobey v. N.L.R.B.*, 40 F.3d

1 469, 471 (D.C. Cir. 1994). In a similar way, personal data in the Act consists of two elements, 1)
2 descriptive information about a consumer, and 2) an “identifier” identifying that consumer which
3 is used to retrieve the desired information. For example, the sentence “Barack Obama is a
4 former President of the United States” constitutes personal data because it combines an identifier
5 (here a personal name) with information about the person identified with that name.
6

7 The Act applies FIPPs to *personal data* in systems of personal data. The Act uses a very
8 different concept for the information security and privacy risk assessment requirements for
9 information systems—the much broader concept of *personally identifiable information*, which is
10 discussed below. Personal data is a privacy-rights-based concept, personally identifiable
11 information is a risk-based concept. The two should not be confused with each other.
12

13 By using two different definitions of the personal information for two different privacy-
14 related purposes, the Act avoids the intractable problems that characterize other privacy laws like
15 the GDPR and CCPA, which mistakenly try to apply the FIPPs to the broadest possible concept
16 of personally identifiable information. While this broad concept is entirely appropriate for risk
17 management, but it leads to needless confusion, and likely unconstitutionality, when one tries to
18 use it to administer a system of protecting individual privacy rights. For this purpose, a more
19 functional definition like the Act’s term *personal data* (or the Privacy Act definition of the term
20 “record”) is needed. This concept more closely corresponds to how organizations actually use
21 data to make decisions about people and aligns the obligations in the Act to the actual way
22 businesses use information.
23

24 **Section 2(13) Personally identifiable Information**— The term “personally identifiable
25 information” constitutes the second important privacy concept in the Act. Personally identifiable
26 information or PII means information that can be used to describe an individual, either alone or
27 in combination with other information. The Act uses the term “personally identifiable
28 information” to set out the requirements imposed on covered entities to address security risks in
29 systems of personally identifiable information. By contrast, as noted above, the term “personal
30 data” is used for imposing FIPPs.
31

32 The two definition privacy framework of the Act, where different information privacy
33 concepts perform different functions, is based on the dual-definition privacy framework used by
34 the federal government, which uses the term “record” in a system of records, when applying
35 privacy protections based on the FIPPs under the Privacy Act, and which uses the term
36 “personally identifiable information,” when managing information security and privacy risks in
37 connection with information systems under Section 208 of the E-Government Act and the
38 Federal Information Security Management Act. *See, e.g.*, NIST SP-800-122 (Guide to
39 Protecting the Confidentiality of Personally Identifiable Information); OMB Circular M-07-16
40 (Safeguarding Against and Responding to the Breach of Personally Identifiable Information);
41 OMB M-03-22 (Guidance for Implementing the Privacy Provisions of the E-Government Act of
42 2002).
43

44 **Section 2(17) Sensitive personal data**—For processing of sensitive personal data for a
45 non-compatible use, the Act requires the consumer’s consent for each non-compatible use.
46

1 As noted above, the reconciliation of a universal privacy framework, such as this Act,
2 with the complex and diverse existing system of federal and state sectoral privacy laws, can pose
3 intractable problems for privacy statutes like the CCPA, which attempt to regulate all
4 information directly. Although the Act avoids such problems in principle by linking its
5 requirements to the federal and state consumer protection framework, the Act also addresses this
6 problem successfully in four other ways: first by providing in Section 2(b) that the Act does not
7 apply if there is an inconsistent federal or other state laws, second by providing in Section 12(b)
8 that a voluntary consensus standard must reconcile this Act with the requirements of other
9 applicable federal and state laws, third, by providing in Section 13 that, for recognition, the
10 Attorney General must find that the voluntary consensus standard reasonably reconciled this Act
11 with other federal and state laws, and fourth, by providing also in Section 13 that a covered
12 entity may comply with a substantially similar law and be in compliance with this Act.

13 **Section 3(c)** exempt from the scope of the Act non-commercial activities protected by the
14 First Amendment.

15
16 **SECTION 4. PROTECTIONS FOR PERSONAL DATA.**

17 (a) A covered entity may not process a consumer’s personal data, collected from that
18 consumer, without a signed request in a record by the consumer, or a prior consent in a record from
19 the consumer, unless the processing is for a compatible use.

20 (b) A covered entity that maintains a system of personal data shall, with respect to the system
21 of personal data:

22 (1) establish a reasonable procedure to notify a consumer, at the consumer’s
23 request, whether the system contains the consumer’s personal data, and how a consumer can
24 request a copy of the data.

25 (2) establish a reasonable procedure for a consumer to access, if necessary, and to
26 correct the accuracy of a consumer’s personal data, when it may be used to make decisions materially
27 affecting a legitimate interest of the consumer;

28 (3) establish a reasonable procedure to establish accountability for, and to redress, any
29 harm caused by the covered entity’s unauthorized use or disclosure of a consumer’s personal data; and

30 (4) make transparent to a reasonable consumer, by publication on an Internet web-site

1 or similar means:

2 (A) the name and location of the system;

3 (B) the title and business address of the individual or office of the covered
4 entity responsible for the system of personal data.

5 (C) the categories of personal data maintained in the system;

6 (D) the sources of personal data in the system.

7 (E) each compatible use, if any, made of personal data in the system;

8 (F) each non-compatible use, if any, made of personal data in the system and
9 the required notice and information about the non-compatible use, including a reasonable opportunity
10 to withhold consent to a non-compatible use;

11 (G) the policies and practices of the entity regarding storage, retrievability,
12 access controls, retention, and disposal of personal data in the system; and

13 (H) the state, federal or international privacy laws or international privacy
14 frameworks, state or federal sector-specific privacy laws and recognized voluntary consensus
15 standards the entity is in compliance with.

16 **Comment**

17
18 **Section 4(a)** establishes a general requirement of express written consent for processing of
19 personal data and that consent includes compatible uses. This section is based on Section 552a(b) of
20 the Privacy Act of 1974, as well as the HIPAA regulations. The Privacy Act establishes a framework
21 where agencies are not required to obtain individualized consent for routine uses that are compatible.
22 Under the HIPAA regulations, covered entities are not required to obtain consent for disclosures of
23 patient medical information for treatment, payment, oversight, operations, and other specific
24 exceptions, but must obtain express written consent for any non-compatible disclosure. This is also the
25 recommended approach of the American Law Institute’s Principles of Law, Data Protection.

26 Thus, under the Act, the processing of personal data is constrained by the concept of
27 “compatibility,” which appropriately bounds behavior. Under this framework, uses and disclosures
28 that are compatible with the purpose for which personal data was originally collected do not need

1 individualized consent. The concept of “compatibility” allows for the appropriate use of personal data
2 by the covered entity to carry out a variety of different missions, without transgressing what the
3 concept of reasonably implied consent encompasses. The Act uses the term “compatible use,” instead
4 of the term “routine use” that is found in the Privacy Act, because certain disclosures may be
5 infrequent or unusual, yet still be compatible with the purposes for which the data was originally
6 collected. As noted previously, the concept of *compatibility* is a closely related to the concept of
7 *implied consent*. The question whether a use or disclosure is or is not compatible—that is, a
8 disclosure for which one could reasonably imply consent—is ultimately an objective question
9 reflecting society’s judgment about appropriate and inappropriate secondary uses, not one that turns
10 on an individual’s subjective mental state.

11 By making express written consent a requirement for a non-compatible use, where implied
12 consent would be inappropriate, the Act provides the consumer with the power needed to exercise
13 appropriate control over the consumer’s personal data. As a result, absent express consent the
14 incompatible use cannot lawfully take place. Implying that consent for compatible uses was within
15 express consent avoids the unnecessary danger of overusing the concept of consent, which occurs
16 when privacy laws require some form of consent (either opt-in or opt-out) for both compatible and
17 incompatible uses, which reduces consent to a “check-box” ritual leaving consumers with little or no
18 real choice as a practical matter. More meaningful and effective consumer protection is provided
19 when a compatible use does not require an additional express consent by consumer, and the concept of
20 consent is reserved for those contexts where there can be meaningful consent on the part of a
21 consumer. While the concept of compatibility provides higher levels of protection for consumers, it
22 also gives legitimate businesses a straightforward and flexible structure that allows them to adjust their
23 compatible uses in line with the needs of different industry sectors, as well as accommodate
24 unforeseen future developments in technology or the business environment. It balances privacy, the
25 need for business innovation, and the appropriate use of personal data.

26 **Section 4(b)** requires covered entities to implement the FIPPs rights of access and correction,
27 to establish redress procedures, and to implement transparency for systems of personal data. Covered
28 entities are required to spell out explicitly their determination of what is and is not a compatible use in
29 their notice of privacy practices so that the judgments implicit in the compatibility determination can
30 be made transparent and inappropriate determinations of compatibility can be challenged. This
31 provision also establishes transparency and accountability requirements through an administrative
32 process for covered entities, requiring them to make their *compatible uses* and *non-compatible uses*
33 transparent by publishing them in their notice of privacy practices. At the same time, this requirement
34 provides covered entities with the flexibility they need to handle personal data appropriately by
35 providing a framework for "good actors" to improve their transparency by communicating to
36 consumers their compatible uses and disclosures of personal data.

37
38

SECTION 5. COMPATIBLE USE OF PERSONAL DATA.

39 (a) The following factors apply to determine whether processing of personal data constitutes a
40 compatible use:

41 (1) the context of the consumer’s relationship with the covered entity;

- 1 (2) the type of transaction in which the personal data was collected;
- 2 (3) the type and nature of the personal data that was collected;
- 3 (4) the risk of any negative consequences on the consumer of the proposed use or
4 disclosure of the personal data; and
- 5 (5) the effectiveness of any safeguards against unauthorized use or disclosure of
6 the personal data.

7 (b) A compatible use for processing of personal data includes:

8 (1) effectuating a transaction with a consumer with the consumer's knowledge or
9 participation;

10 (2) compliance with legal obligations of the covered entity;

11 (3) meeting a managerial, personnel, administrative and operational need or other
12 legitimate interest of the entity; and

13 (4) permitting appropriate internal oversight of the entity or external oversight by a
14 government unit.

15 (c) A covered entity may use or disclosure a consumer's personal data:

16 (1) to an officer or employee of the entity who have a need for the data in the
17 performance of the officer's or employee's duties;

18 (2) to a government unit responsible for regulation of the covered entity, or civil or
19 criminal law enforcement, for an authorized purpose of a government unit;

20 (3) to a government unit for an authorized governmental purpose if the disclosure is
21 permitted by law.

22 (4) under the order or rules of a court; or

1 (5) for a purpose otherwise permitted or required by law.

2 **Comment**

3
4 **Section 5(a)** consists of the factors to use in determining whether any particular form of
5 processing of personal data constitutes a compatible use.

6 **Section 5(b)** contains a non-exclusive list of purposes for processing of personal data that are
7 considered compatible uses.

8 **Section 5(c)** consists of a non-exclusive list of types of uses or disclosures of personal data
9 that are considered compatible uses.

10 These general factors, purposes and types of uses create a framework for deciding whether a
11 particular processing of personal data will be compatible. However, opinions about compatibility
12 often diverge and whether a use is compatible can be different for defined sectors and in specific
13 contexts. Accordingly, the Act establishes an analytical framework for decision and does not give one
14 party or the other control over the determination.

15 However, the Act contemplates that much of the work of determining the application of these
16 requirements for defined sectors and in specific contexts, and with the desired specificity, will be
17 established through recognized voluntary consensus standards pursuant to Sections 8 through 13 of
18 the Act, through a consensus process where disagreements about the question of compatibility will be
19 reconciled in a voluntary consensus standard setting process. The voluntary consensus standards
20 developed from this process, once recognized by the Attorney General as substantially complying
21 with the requirements of this Act, will enjoy a compliance safe harbor to the extent they are adopted
22 and complied with by covered entities.

23
24 **SECTION 6. NON-COMPATIBLE USE OF PERSONAL DATA.**

25 (a) A covered entity shall not process personal data collected from a consumer for a non-
26 compatible use unless, at the time the personal data was collected from the consumer:

27 (1) sufficient notice and information was provided to the consumer by the entity, or by
28 another covered entity that collected the personal data, to convey to a reasonable consumer that the
29 consumer's personal data might be used for the non-compatible use; and

30 (2) the consumer had a reasonable opportunity to withhold consent to that non-
31 compatible use.

32 (b) A covered entity shall not process a consumer's sensitive personal data collected from that
33 consumer for a non-compatible use without obtaining the consumer's express, voluntary, and signed
34 consent in a record for each such non-compatible use.

1 **Comment**

2
3 **Section 6(a)** prohibits a covered entity from using personal data for a non-compatible use
4 without providing the consumer notice and adequate information about the nature of the
5 proposed non-compatible use and a reasonable opportunity to withhold consent for it.

6 **Section 6(b)** gives heightened protection for sensitive personal data by prohibiting a
7 covered entity from using sensitive personal data for a non-compatible use without obtaining the
8 express, voluntary, written consent of the consumer for each non-compatible use.

9
10 **SECTION 7. PROHIBITED USE OF PERSONAL DATA.**

11 (a) Except for personal data consisting solely of publicly available information, or
12 derived exclusively from publicly available information, a covered entity may not disclose
13 personal data in a manner that would reasonably, foreseeably and unlawfully:

14 (1) inflict specific and significant financial, physical, or reputational harm to a
15 legitimate interest of a person, or undue embarrassment or ridicule, intimidation or harassment;

16 (2) cause the misappropriation of the personal data for the purposes of assuming
17 another's identity;

18 (3) cause physical or other intrusions upon the solitude or seclusion of a person or a
19 person's private affairs or concerns, if the intrusion would be inappropriate and highly offensive to a
20 reasonable person; or

21 (4) cause an increased risk of subjecting a person to discrimination if the
22 discrimination would violate a state or federal anti-discrimination law.

23 **Comment**

24
25 **Section 7** specifies prohibited disclosures of personal data that will cause certain
26 consumer harms. The Section does not apply to disclosure of personal data, if it is publicly
27 available information, because of First Amendment concerns explained above.

28 **Section 7(a)(1)** prohibits a covered entity from using personal data to inflict specific and
29 significant financial, physical, or reputational harm to the legitimate interests of a person.

30 **Section 7(a)(2)** prohibits disclosure that would cause misappropriation of personal data
31 for the purposes identity theft.

32 **Section 7(a)(3)** prohibits covered entities from engaging in the tortious use of personal

1 data to intrude on the solitude or seclusion of a person’s private affairs in a manner that would be
2 highly offensive to a reasonable person.

3 **Section 7(a)(4)** prohibits covered entities from using personal data to subject a person to
4 an increased risk of unlawful discrimination.

5
6 **SECTION 8. INFORMATION SYSTEM SECURITY.**

7 (a) A covered entity may not maintain or store personally identifiable information in an
8 information system unless the entity:

9 (1) implement appropriate administrative, technical, and physical safeguards to
10 provide reasonable security measures to protect the confidentiality, integrity, and accessibility of the
11 information in the system; and

12 (2) conducts a reasonable risk assessment of the information in the system
13 considering:

14 (A) the information to be collected;

15 (B) why the information is to be collected;

16 (C) the intended use of the information by the covered entity; and

17 (D) the persons with whom the information is to be shared.

18 (b) In evaluating the reasonableness of the information system security measures and risk
19 assessment under subsection (a), the following factors must be considered:

20 (1) the magnitude and likelihood of security risks and the potential resulting harms to
21 consumers resulting from security breaches;

22 (2) the resources available to the covered entity; and

23 (3) industry practices among similarly situated covered entities.

24 **Comment**

25
26 **Section 8** establishes information security requirements and risk assessments for information
27 systems containing personally identifiable information. Information systems containing publicly
28 available information are required to comply with this Section.

1 Furthermore, there are a wide variety of standards for information security, including those
2 published by the National Institute for Standards and Technology (NIST), the ISO/IEC 27000-series
3 of information security standards published jointly by the International Organization for
4 Standardization (ISO) and the International Electrotechnical Commission, and the ANSI/ISA 62443
5 series of information security standards, created by the International Society for Automation (ISA).

6 As the scope of government health, safety and environmental regulation increased in the
7 1960s, industry reliance on a private standard setting processes came under increased scrutiny as a
8 result of, what was perceived by some to be, a lack of transparency and openness. In order to address
9 these concerns, the private standards development community reformed the private standard setting
10 process, creating what is today known as the consensus process. This consensus process is marked by
11 the inclusion of participants with a wide range of views, transparency, due process, appeals, and the
12 promise that any resulting standard reflects a true consensus among all stakeholders. These principles
13 are described in OMB Circular A-119 and embodied in ANSI's Essential Requirements

14 Some statutes refer to these as “voluntary” standards, such as in Section 2056(b) of the CPSA,
15 which requires reliance on “voluntary consumer product safety standards,” developed by industrial
16 standard setting organizations, rather than the adoption of regulations, “whenever compliance with
17 such voluntary standards would eliminate or adequately reduce the risk of injury addressed and it is
18 likely that there will be substantial compliance with such voluntary standards.” 15 U.S.C. 2056(b).
19 Other statutes, such as Section 655 of Title 29, the Occupational Health and Safety Act, refer to
20 “national consensus standards.” The Food and Drug Act refers to “recognized consensus standards.”

21 This Act uses the term “voluntary consensus standard,” because that is the standard term used
22 by industry, by the American National Standards Institute and by the Office of Management and
23 Budget. Voluntary consensus standards do not always reflect full agreement of all the stakeholders,
24 but they do reflect a rough consensus, as defined in the ANSI Essential Guidelines. Such standards are
25 entirely voluntary in the sense that, unlike a statute or regulation, covered entities have a choice
26 whether or not to comply with them or to directly comply with the Act.

27 The manner in which industry standards are used by regulators in Europe to implement
28 regulations, such as the GDPR, differs markedly from the manner in which voluntary consensus
29 standards are used by regulators in the U.S. Something similar to the U.S. notion of “voluntary
30 consensus standards” is recognized by Article 40 of the GDPR, which uses the term “codes of
31 conduct,” and requires supervisory authorities to encourage the drawing up of “codes of conduct
32 intended to contribute to the proper application of this Regulation, taking account of the specific
33 features of the various processing sectors and the specific needs of micro, small and medium sized
34 enterprises.” <https://gdpr-info.eu/art-40-gdpr/> Article 40 recognizes the potential benefits of
35 developing codes of conduct by particular industries, in order to tailor regulatory requirements to
36 reflect the particular needs and concerns of those specific industry sectors.

37
38 **SECTION 10. VOLUNTARY CONSENSUS STANDARDS FOR PROTECTIONS**
39 **FOR PERSONAL DATA.**

40 (a) The [Attorney General] under Section 13 may recognize a voluntary consensus standard
41 for protections for personal data only if the standard:

- 1 (1) substantially complies with Sections 4 through 7;
- 2 (2) specifies the compatible uses and any non-compatible uses for which consumer
3 consent is not required; and
- 4 (3) with respect to compatible use,
 - 5 (A) demonstrates that the processing of personal data conforms to the
6 standard;
 - 7 (B) identifies the benefits and material risks to stakeholders arising from the
8 proposed processing of the personal data involved;
 - 9 (C) ensures that the benefits from the proposed processing of the personal data
10 outweigh material risks, after the risks are mitigated by technological, operational, or other means;
 - 11 (D) presents supporting analysis for assessment of the benefits and material
12 risks fairly, symmetrically, and with an appropriate level of granularity;
 - 13 (E) addresses alternatives, after disclosing all key assumptions, data, and
14 models; and
 - 15 (F) specifies the procedures established to protect the interests of the consumer
16 reasonably, including reasonably appropriate internal controls to ensure effective implementation of
17 the standard by the covered entity.

18 **Comment**

19
20 Section 10 sets out the requirements for voluntary consensus standard to be a safe harbor for
21 the personal data protections of Sections 4 through 7 of the Act.

22
23 **SECTION 11. VOLUNTARY CONSENSUS STANDARDS FOR INFORMATION**

24 **SYSTEM SECURITY.** The [Attorney General] under Section 13 may recognize a voluntary
25 consensus standard for information system security only if the standard substantially complies with
26 Section 8.

1 **Comment**

2
3 Section 11 sets out the requirements for a voluntary consensus standard to be a safe harbor for
4 the information system security requirements of Section 8 of the Act.

5
6 **SECTION 12. PROCESS FOR VOLUNTARY CONSENSUS STANDARDS**

7 **BODIES.**

8 (a) The [Attorney General] under Section 13 may recognize a voluntary consensus standard
9 only if the standard is developed by a voluntary consensus standards body through a process that:

10 (1) achieves general agreement, but not necessarily unanimity, through a consensus
11 process which:

12 (A) consists of a diverse range of stakeholders;

13 (B) gives fair consideration to all comments by stakeholders;

14 (C) responds to each good faith objection made by stakeholders;

15 (D) attempts to resolve all good faith objections by all stakeholders;

16 (E) provides each stakeholder an opportunity to change the stakeholder's vote
17 after reviewing comments received; and

18 (F) informs all stakeholders of the disposition of each objection and the
19 reasons therefor.

20 (2) includes, and ensures access by, representatives of all stakeholders to the voluntary
21 consensus standards setting process on a non-discriminatory basis;

22 (3) provides stakeholders a reasonable opportunity to voluntarily contribute their
23 knowledge, talents, and efforts to the development of voluntary consensus standard;

24 (4) is equitable and responsive to the requirements of all stakeholders;

25 (5) includes a reasonable opportunity for broad-based public review and comment on
26 a draft voluntary consensus standard, with consideration of, and response to, comments submitted by

1 voting members of the voluntary consensus standards body and by public review of the comments,
2 followed by incorporation of any approved changes into the draft standard;

3 (6) consistently adheres to documented and publicly available policies and procedures
4 that provide adequate notice of meetings and standards development and essential due process
5 procedures, and that provide a fair and impartial process that protects the public interest in
6 transparency, openness, balance, and consensus; and

7 (7) includes a right to appeal by any stakeholder that asserts that a voluntary consensus
8 standard was not developed in substantial compliance with this section.

9 (b) In developing a voluntary consensus standard, the voluntary consensus standards body
10 shall reasonably reconcile the requirements of this [Act] with the requirements of other federal and
11 state laws.

12 **Comment**

13
14 **Section 12(a)** specifies the procedural requirements for voluntary consensus standards
15 bodies to use to develop voluntary consensus standards that are eligible for recognition as a safe
16 harbor by the Attorney General in Section 13.

17 Section 12(a) is based on the National Technology Transfer and Advancement Act of
18 1995 (“NTTAA”), PL 104-113, §12(d) (March 7, 1996), 110 Stat. 775, 15 U.S.C.A. § 272(d),
19 requiring all federal agencies to use standards that are developed or adopted by voluntary
20 consensus standards bodies, using such standards as a means to carry out policy objectives. The
21 NTTAA codified earlier versions of OMB Circular A-119, which, beginning as early as 1982,
22 began to require federal agencies to use voluntary consensus standards in lieu of government
23 regulations.

24 Since the 1990s, OMB Circular 119 has required a standard setting organization to use a
25 process that was characterized by openness, balance of interest, due process and appeals process,
26 and consensus defined as general agreement but not necessarily unanimity, and that resolved
27 objections by all interested parties, as long as all objections have been fairly considered, each
28 objector is advised of the disposition of his or her objection(s) and the reasons why, and the
29 consensus body members are given an opportunity to change their votes after reviewing the
30 comments. Section 12(a) places the same requirements on voluntary consensus standard bodies
31 under this Act.

32 ANSI accredited standards bodies are already committed to respect the procedural
33 safeguards embodied in the ANSI Essential Requirements, which incorporate the requirements of
34 OMB Circular 119, so voluntary consensus standards produced by such accredited bodies will

1 have already met the requirements of this Section. Standard setting bodies that observe similar
2 procedural safeguards, without being ANSI-accredited, may also use a process that complies
3 with the requirements of this Section.

4 **Section 12(b)** requires the voluntary consensus standards body, in developing a voluntary
5 consensus standard, to reasonably reconcile the requirements of the Act with the requirements of
6 other applicable federal and state laws.

7 As noted above, the reconciliation of a universal privacy framework, such as this Act,
8 with the complex and diverse existing system of federal and state sectoral privacy laws, can pose
9 intractable problems for privacy statutes like the CCPA, which attempt to regulate all
10 information directly. The Act, however, addresses this problem successfully in several ways,
11 including this section. Voluntary consensus standards should be most effective in resolving this
12 problem since they allow for a genuine reconciliation of these different legal frameworks to take
13 place—which can only be done in a granular and specific way—which voluntary consensus
14 standards are designed to do. Thus, the Act generally, and especially this subsection, protects
15 covered entities from the risk that a general privacy law will generate irreconcilable conflicts
16 with the legal obligations they already follow under pre-existing laws applicable to that sector.
17

18 **SECTION 13. RECOGNITION OF VOLUNTARY CONSENSUS STANDARDS**

19 **BY [ATTORNEY GENERAL].**

20 (a) The [Attorney General] may recognize a voluntary consensus standard only if the
21 [Attorney General] finds that the standard:

22 (1) substantially complies with the requirements of Section 10 or Section 11;

23 (2) is developed by a voluntary consensus standards body through a process that
24 substantially complies with Section 12;

25 (3) reasonably reconciles the requirements of this [Act] with the requirements of other
26 applicable federal and state laws;

27 (4) reasonably balances the interests of, and the probable costs and benefits to,
28 consumers, covered entities, other materially affected persons, and the public of implementation of the
29 standard; and

30 (5) with respect to a compatible use:

31 (A) appropriately balances the interests of consumers in their personal data

1 with the interests of stakeholders and any other entities making lawful use of the personal data;

2 (B) does not unduly hamper innovation or competition; and

3 (C) does not unduly restrict access to personal data for authorized

4 governmental activities involving regulation of financial markets, public health or welfare,

5 enforcement of criminal laws, or the protection of national security.

6 (b) Not later than 180 days after the filing of the request in a record to recognize a voluntary
7 consensus standard, the [Attorney General] shall in a record decide whether to grant the request and
8 the reasons for the decision.

9 (c) A final decision by the [Attorney General] on a request under subsection (b), or a failure to
10 decide within 180 days of the filing of a request, may be appealed to [the appropriate state court] as
11 provided for in [cite to the state's equivalent of 5 U.S.C. Section 706].

12 (d) Not later than [180 days after the effective date of this [Act]], the [Attorney General] shall
13 adopt regulations under [cite to the state's administrative procedures act] to establish a procedure for
14 recognition of voluntary consensus standards under this [Act].

15 (e) A voluntary consensus standard recognized by an interstate compact under Section 15 shall
16 be deemed recognized under this Section.

17 (f) The [Attorney General] may recognize a voluntary consensus standard, if the [Attorney
18 General] of another state has recognized the standard under a law substantially similar to this [Act].

19 (g) Upon notice in a record to the [Attorney General] by a covered entity that the entity
20 complies with the General Data Protection Regulation (EU), the California Consumer Privacy Act, or
21 other substantially similar law, or the Asia Pacific Economic Cooperation Cross Boarder Privacy
22 Rules System, the US-EU Privacy Shield Framework, or other substantially similar framework,
23 administered by the International Trade Administration of the U. S. Department of Commerce to

1 facilitate cross-boarder information transfers, the entity shall be deemed in compliance with this [Act].

2 (1) If the [Attorney General] determines that the law or framework, claimed to be
3 substantially similar to this [Act], is not substantially similar to this [Act], the [Attorney General] shall
4 give the entity notice in a record of that determination and the entity shall be required to comply with
5 the requirements of this [Act].

6 (2) A violation by the entity of the requirements of any substantially similar law or
7 framework, the subject of the notice by the entity to the [Attorney General] under this subsection shall
8 be a violation of this [Act].

9 (h) The [Attorney General] may adopt a regulation under [cite to the state’s administrative
10 procedures act] to set a fee to be charged any person that makes a request under subsection (b). The
11 fee must reasonably reflect the costs expected to be incurred by the [Attorney General] acting on a
12 request under subsection (b).

13 **Comment**

14
15 **Section 13(a)** provides for the requirements for the Attorney General to recognize a voluntary
16 consensus standard for a safe harbor.

17 **Section 13(b), (c)**, provides the procedures for the Attorney General to recognize a voluntary
18 consensus standard and establishes an expedited process for obtaining judicial review of this decision.
19 These sections are based on Section 6503(b)(3) of the Children’s Online Privacy Protection Act.

20 **Section 13(d)** authorized the Attorney General to adopt regulations to govern the process of
21 recognizing voluntary consensus standards.

22 **Section 13(e)** deems a voluntary consensus standard recognized by an interstate compact
23 under Section 15 to be recognized as a voluntary consensus standard under Section 13.

24 **Section 13(f)** allows the Attorney General to recognize a voluntary consensus standard
25 recognized by the Attorney General of another state with a law substantially similar to this Act.

26 **Section 13(g)** establishes a framework of interoperability of the Act with other substantially
27 similar state and international privacy laws and international privacy frameworks by providing that, if
28 a covered entity complies with such a law or framework, the covered entity shall be deemed in
29 compliance with this Act.

30 **Section 13(h)** allows the Attorney General to charge a reasonable fee for the costs involved in
31 recognizing voluntary consensus standards. This provision seeks to relieve the financial burden on the
32 Attorney General of administering the recognition process.

1 **SECTION 14. ENFORCEMENT.**

2 (a) A violation of this [Act] constitutes an [unlawful practice] under [cite to the state’s
3 consumer protection act].

4 (b) The [Attorney General] shall enforce this [Act], and any regulations adopted under this
5 [Act], in the same manner, by the same means, with the same jurisdiction, powers, and duties, and
6 with the same enforcement authority, as provided in [cite to the state’s consumer protection law].

7 (c) A person may bring a private cause of action against a covered entity for actual damages
8 as provided in [cite to the state’s the consumer protection law] for:

9 (1) a knowing and intentional violation of Section 7; or

10 (2) a the willful and repeated violation of any provision of this [Act], other than
11 Section 7.

12 (d) In subdivision (c)(2), “willful and repeated” means multiple knowing violations of the
13 [Act] over a substantial period of time.

14 (e) Before the filing a [complaint] under subsection (c), a person shall give the covered entity
15 notice in a record that the entity has [30] days in which to correct the violation, mitigate any injury and
16 resolve the claim.]

17 (f) In a civil proceeding claiming a violation of a provision of this [Act], other than Section 7,
18 there is a rebuttable presumption that a covered entity is in compliance with the [Act], if the entity has
19 obtained a certification of the entity’s compliance with a recognized and applicable voluntary
20 consensus standard from the voluntary consensus standard body which developed the standard or
21 from an accredited and independent certification organization.

22 (g) The [Attorney General] may adopt regulations under [cite to the state’s administrative
23 procedures act] to carry out the provisions of this [Act].

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Comment

Section 14(a) aligns the scope of the Act’s protections for personal data, and personally identifiable information, with the established scope of state consumer protection laws by providing that a violation of this Act constitutes an unlawful practice under the state’s consumer protection act.

Providing for enforcement of the Act through the state’s consumer protection act integrates the Act into an already existing and familiar legal, bureaucratic and enforcement regime. It also reduces jurisdictional conflicts with a large number of the existing sectoral federal and state privacy laws, such as the Privacy and Security Rules under the Health Insurance Portability and Accountability Act; the Fair Credit Reporting Act, the Gramm-Leach-Bailey Act, the Bank Secrecy Act and Right to Financial Privacy Acts, the Family Educational Rights and Privacy Act, the Children’s Online Privacy Protection Act; the Telephone Consumer Protection Act of 1991, the Telemarketing and Consumer Fraud and Abuse Prevention Act, the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, the Employment Retirement Income Security Act, the Family and Medical Leave Act, the Occupational Safety and Health Act, and the Electronic Communications Privacy Act of 1986, as well as their many state counterparts, and state common law breach of confidentiality torts, such as invasion of privacy, intrusion on seclusion, public disclosure of private facts, false light, and appropriation of identity for commercial purpose.

These existing federal and state sectoral laws and common law legal doctrines have a settled place in the American legal system and enjoy high compliance rates. However, advocates of a “universal” privacy law regime criticize the U.S. sectoral legal system and seek to replace them, not because of the adequacy of the privacy protections provided by these sectoral laws, but because of perceived gaps in the privacy protections existing laws provide. Aligning the Act with the existing state consumer protection framework fills in these gaps, creating a more comprehensive framework. Thus, the Act is designed to fill the gaps in existing privacy laws, not replacing them. This results in turning the scattered privacy law coverage into a seamless quilt of legal protection.

Section 14(b) authorizes the Attorney General to bring enforcement actions for violations of any provision of the Act under the provisions of the state’s consumer protection law.

Section 14(c) is optional depending on whether a particular state’s consumer protection act already provides for a private cause of action. If it does, the private cause of action, under Section 14(c), is governed by the applicable provisions of the state’s consumer protection act, subject to the additional requirements in Sections 14(c), (d) and (e).

Section 14(d) defines “willful and repeated” for purposes of a private cause of action under Section 14(c).

Section 14(e) establishes a notice requirement prior to filing a suit asserting a private cause of action under Section 14(c).

Section 14(f) provides a rebuttable presumption, in any suit claiming a violation of the Act, that a covered entity is in compliance with the Act, if the covered entity has received a certificate of compliance with an applicable recognized voluntary compliance standard from an accredited certification organization.

Section 14(g) authorized the Attorney General to adopt regulations to carry out the provisions of the Act.

