

2-1 Activity: Comparing Privacy Protection Laws

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Protecting personal information in the digital age is crucial as technology advances and data breaches become more common. The Federal Privacy Act of 1974 sets a baseline for handling personal data by federal agencies, but it needs to fully address modern privacy concerns that arise at the state level. This paper explores the approaches of Michigan and California in protecting consumer data, highlighting the evolving landscape of state-specific privacy regulations.

California is renowned for its robust approach to data protection, primarily through the California Consumer Privacy Act (CCPA), a landmark law granting California residents extensive rights over their personal data. Under the CCPA, individuals have the right to know what personal information businesses collect about them, request the deletion of this information, and opt out of the sale of their data. This law enhances consumer protection and sets a strict compliance framework for businesses. The CCPA's extensive coverage makes it a standard for other states considering similar legislation to protect consumer privacy effectively. The act is detailed on the California Department of Justice website, providing guidelines on how businesses should implement the necessary changes to comply with these regulations (*California Consumer Privacy Act (CCPA)*, 2024).

In contrast to California's aggressive measures, Michigan has historically had more limited data protection laws, primarily focusing on breach notification rather than complete consumer rights to data privacy. However, recent legislative developments indicate a change towards more strong data protection. Senate Bill No. 1182, introduced in 2022 by Senators Bayer, Wojno, and others, is a significant step in this direction. This bill proposes expanding the information range protected under Michigan's privacy laws. It introduces stricter requirements for data breach notifications to give consumers greater control over their personal data. If

enacted, this legislation could greatly enhance Michigan's data protection standards, bringing them closer to California's by ensuring that businesses inform consumers about data breaches and take proactive steps to protect consumer data from unauthorized access (Bayer et al., 2022).

Improving Michigan's data privacy laws could profoundly impact the protection of consumer information. Adopting laws similar to California's CCPA would allow Michigan residents to access, correct, and delete their personal data and to opt out of the sale of their personal information. This would significantly improve personal autonomy over private data in Michigan. Additionally, implementing stricter data security measures, like those proposed in Senate Bill No. 1182, would ensure that businesses are accountable for data breaches and take preventative measures to protect data from unauthorized access or theft. These changes would bring Michigan's privacy protections more in line with the high standards set by California, providing stronger safeguards for consumers and potentially reducing the incidence of data breaches.

Reviewing the notifications of breaches from California has encouraged me to reconsider my consumer habits. The detailed notifications, which include the type of information compromised, how the breach occurred, and the response efforts, have boosted my awareness of potential security risks and motivated me to take proactive protective actions, such as changing passwords and monitoring my credit reports. This educates consumers about the vulnerabilities that lead to data breaches and instills a cautious approach toward managing personal information. Moreover, it holds businesses accountable for their security practices, impacting my decision to support companies demonstrating solid data protection and transparency. Thus, California's approach to breach notifications has encouraged me to prioritize security in my consumer choices, promoting a more informed and alert stance on personal data privacy.

The comparison between California and Michigan's privacy laws shows the differences in how states are adapting to the challenges of protecting personal information in a digital world. California's CCPA provides a strong example of comprehensive legislation other states could follow. Michigan is beginning to realize the importance of enhancing its privacy protections, as evidenced by Senate Bill No. 1182, which could significantly advance the state's legislative approach to data privacy.

References

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