



A Patchwork Of State Laws Is The Wrong Approach To Privacy Regulation

States are passing privacy laws in the absence of a comprehensive federal privacy bill. In 2019, 25 states across the country, along with Puerto Rico, introduced - and some passed - state-specific data privacy bills, creating a patchwork of laws from coast to coast. The increase in state privacy laws creates real risks and costs for American consumers and businesses.

Twenty nine states passed laws related to data privacy, creating a patchwork of protections in the U.S.

- **California's** CCPA applies to any company that does business in California and collects information from any state resident.
- **Vermont** has a narrowly-focused law that addresses data brokers.
- **Maine** doesn't regulate data brokers but does regulate internet service providers (ISPs).
- **Illinois** has a broad law on biometric data most other states don't.

The patchwork of state laws is only getting more convoluted.

14

states considered legislation regulating ISPs.

8

states considered privacy bills related to biometric data.

5

states considered privacy bills related to location data.

5

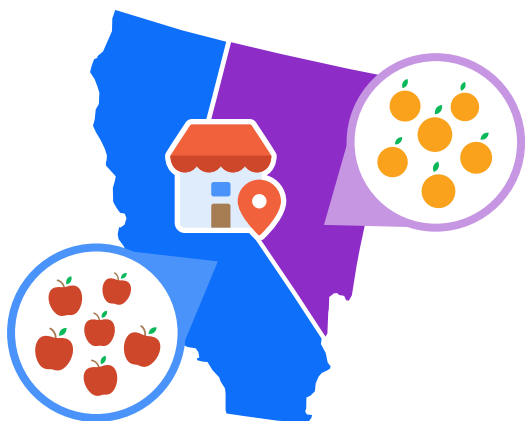
states passed bills mandating privacy studies to inform future legislation.

3

states considered legislation around facial recognition.

3

states considered legislation to cover microphone-enabled devices.



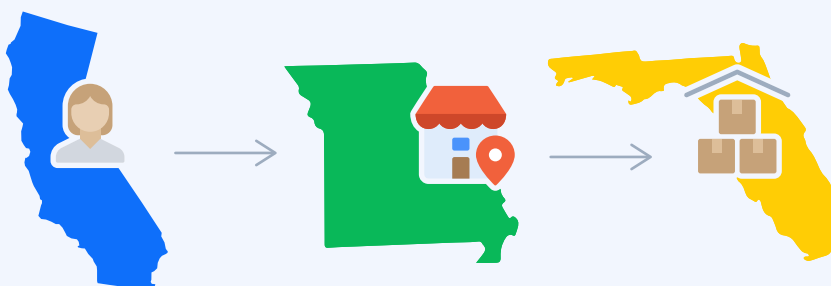
Comparing California and Nevada's privacy laws is like comparing apples and oranges.

Consumers and businesses lose out when states take different approaches to privacy legislation. Laws may conflict - particularly when there are interstate transactions.

Companies that operate in both Nevada and California, which fail to agree on basic elements of their privacy laws, must navigate two separate sets of privacy standards. The end result is that companies must collect more personal information from individuals.

State laws do not provide consumers with consistent privacy protections.

A California woman who orders an item from a Missouri business that manufactures in Florida could have her data regulated by three separate laws, or by no applicable privacy law.



Internet companies support an economy-wide, federal privacy law that increases transparency and provides Americans meaningful control and the ability to access, correct, delete, and download data they provide to companies.

Expectations about your privacy protections shouldn't change based on where you live. The internet doesn't stop at state lines—privacy protections shouldn't either.

The time for federal privacy legislation is now. Congress should seize this unique moment of bipartisan agreement and act. For more info, visit PrivacyForAllAmericans.com.

About Internet Association

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