


Privacy Bingo

State Privacy Law Edition

Utah Consumer Privacy Act (UCPA)

B I N G O				
SCOPE	CONSUMER RIGHTS	WILDCARD	OBLIGATIONS	ENFORCEMENT
Includes processing threshold	Correction	Grants rulemaking authority	Impact assessments	AG has exclusive enforcement authority
Applies to B2B data	Portability	"Sensitive data" includes biometric data	Data minimization	Defined statutory penalties
Applies to employment data	Appeal		Non-discrimination	30 Day Cure Period
Entity-level GLBA exemption	Obtain list of third-party recipients	"Sale" includes money OR other valuable consideration	Security measures	Private right of action for unauthorized access
All non-profit organizations exempt	Deletion	Establishes new privacy protection agency	Recognize universal opt out signals	Enforcement actions published



Scope:

- Applies to organizations that:
 - Produce a product or service that is targeted to consumers who are residents of the state;
 - Have annual revenue of \$25,000,000 or more; and
 - Satisfy one or more of the following thresholds: (i) during a calendar year, controls or processes personal data of 100,000 or more consumers; or (ii) derives over 50% of the entity's gross revenue from the sale of personal data and controls or processes personal data of 25,000 or more consumers



Effective date:

December 31, 2023



Consumer rights: Access; deletion; portability; opt out of sales



Controller obligations:

- Non-discrimination; privacy notice



Enforcement:

- No Private Right of Action
- Right to cure within 30 days
- Up to \$7,500 per violation
- Actual damages recoverable