


Privacy Bingo

State Privacy Law Edition

Minnesota Consumer Data Privacy Act (MCDPA)

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 legal entities that conduct business in Minnesota or produce products or services that are targeted to residents of Minnesota, and meets **one** of the following thresholds:
 - Control or process data of at least 100,000 consumers during a calendar year; **or**
 - Control or process data of at least 25,000 consumers **and** derive over 25% of gross revenue from sale of personal data



Effective date:

July 31, 2025



Consumer rights: Access; correction; deletion; opt out of targeted advertising, sale and profiling; portability; obtain a list of specific third-party recipients of data



Controller obligations:

- Impact assessments; data minimization; purpose limitation; reasonable data security measures; non-discrimination; privacy notice



Enforcement:

- Injunctive relief and up to \$7,500 per violation
- Right to cure within 30 days (sunsets after January 31, 2026)