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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-THIRD SESSION

H. F. No. 2309

03/01/2023 Authored by Elkins, Bahner, Noor and Feist
The bill was read for the first time and referred to the Committee on Commerce Finance and Policy

1.1 A bill for an act
1.2 relating to consumer data privacy; giving various rights to consumers regarding
1.3 personal data; placing obligations on certain businesses regarding consumer data;
1.4 providing for enforcement by the attorney general; proposing coding for new law
1.5 in Minnesota Statutes, chapter 13; proposing coding for new law as Minnesota
1.6 Statutes, chapter 325O.

1.7 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.8 Section 1. [13.6505] ATTORNEY GENERAL DATA CODED ELSEWHERE.

1.9 Subdivision 1. Scope. The sections referred to in this section are codified outside this
1.10 chapter. Those sections classify attorney general data as other than public, place restrictions
1.11 on access to government data, or involve data sharing.

1.12 Subd. 2. Data privacy and protection assessments. A data privacy and protection
1.13 assessment collected or maintained by the attorney general is classified under section
1.14 325O.08.

1.15 Sec. 2. [3250.01] CITATION.

1.16 This chapter may be cited as the "Minnesota Consumer Data Privacy Act."

1.17 Sec. 3. [3250.02] DEFINITIONS.

1.18 (a) For purposes of this chapter, the following terms have the meanings given.

1.19 (b) "Affiliate" means a legal entity that controls, is controlled by, or is under common
1.20 control with, that other legal entity. For these purposes, "control" or "controlled" means:
1.21 ownership of, or the power to vote, more than 50 percent of the outstanding shares of any

2.1 class of voting security of a company; control in any manner over the election of a majority
2.2 of the directors or of individuals exercising similar functions; or the power to exercise a
2.3 controlling influence over the management of a company.

2.4 (c) "Authenticate" means to use reasonable means to determine that a request to exercise
2.5 any of the rights in section 325O.05, subdivision 1, paragraphs (b) to (e), is being made by
2.6 the consumer who is entitled to exercise such rights with respect to the personal data at
2.7 issue.

2.8 (d) "Biometric data" means data generated by automatic measurements of an individual's
2.9 biological characteristics, including a face, fingerprint, a voiceprint, eye retinas, irises, or
2.10 other unique biological patterns or characteristics that are used to identify a specific
2.11 individual. Biometric data does not include:

2.12 (1) a digital or physical photograph;

2.13 (2) an audio or video recording; or

2.14 (3) any data generated from a digital or physical photograph, or an audio or video
2.15 recording, unless such data is generated to identify a specific individual.

2.16 (e) "Child" has the meaning given in United States Code, title 15, section 6501.

2.17 (f) "Consent" means any freely given, specific, informed, and unambiguous indication
2.18 of the consumer's wishes by which the consumer signifies agreement to the processing of
2.19 personal data relating to the consumer for a narrowly defined particular purpose. Acceptance
2.20 of a general or broad terms of use or similar document that contains descriptions of personal
2.21 data processing along with other, unrelated information does not constitute consent. Hovering
2.22 over, muting, pausing, or closing a given piece of content does not constitute consent.

2.23 Likewise, consent cannot be obtained through a user interface designed or manipulated with
2.24 the substantial effect of subverting or impairing user autonomy, decision making, or choice.
2.25 A consumer may revoke consent previously given, consistent with this chapter.

2.26 (g) "Consumer" means a natural person who is a Minnesota resident acting only in an
2.27 individual or household context. It does not include a natural person acting in a commercial
2.28 or employment context.

2.29 (h) "Controller" means the natural or legal person which, alone or jointly with others,
2.30 determines the purposes and means of the processing of personal data.

2.31 (i) "Decisions that produce legal effects concerning a consumer or similarly significant
2.32 effects concerning a consumer" means decisions that result in the provision or denial of
2.33 financial and lending services, housing, insurance, education enrollment, criminal justice,

3.1 employment opportunities, health care services, or access to basic necessities, such as food
3.2 and water.

3.3 (j) "Deidentified data" means data that cannot reasonably be used to infer information
3.4 about, or otherwise be linked to, an identified or identifiable natural person, or a device
3.5 linked to such person, provided that the controller that possesses the data:

3.6 (1) takes reasonable measures to ensure that the data cannot be associated with a natural
3.7 person;

3.8 (2) publicly commits to maintain and use the data only in a deidentified fashion and not
3.9 attempt to reidentify the data; and

3.10 (3) contractually obligates any recipients of the information to comply with all provisions
3.11 of this paragraph.

3.12 (k) "Delete" means to remove or destroy information such that it is not maintained in
3.13 human- or machine-readable form and cannot be retrieved or utilized in the course of
3.14 business.

3.15 (l) "Genetic information" has the meaning given in section 13.386, subdivision 1.

3.16 (m) "Identified or identifiable natural person" means a person who can be readily
3.17 identified, directly or indirectly.

3.18 (n) "Known child" means a person under circumstances where a controller has actual
3.19 knowledge of, or willfully disregards, that the person is under 18 years of age.

3.20 (o) "Personal data" means any information that is linked or reasonably linkable to an
3.21 identified or identifiable natural person. Personal data does not include deidentified data or
3.22 publicly available information. For purposes of this paragraph, "publicly available
3.23 information" means information that (1) is lawfully made available from federal, state, or
3.24 local government records or widely distributed media, and (2) a controller has a reasonable
3.25 basis to believe a consumer has lawfully made available to the general public.

3.26 (p) "Process" or "processing" means any operation or set of operations that are performed
3.27 on personal data or on sets of personal data, whether or not by automated means, such as
3.28 the collection, use, storage, disclosure, analysis, deletion, or modification of personal data.

3.29 (q) "Processor" means a natural or legal person who processes personal data on behalf
3.30 of a controller.

3.31 (r) "Profiling" means any form of automated processing of personal data to evaluate,
3.32 analyze, or predict personal aspects concerning an identified or identifiable natural person's

4.1 economic situation, health, personal preferences, interests, reliability, behavior, location,
4.2 or movements.

4.3 (s) "Pseudonymous data" means personal data that cannot be attributed to a specific
4.4 natural person without the use of additional information, provided that such additional
4.5 information is kept separately and is subject to appropriate technical and organizational
4.6 measures to ensure that the personal data are not attributed to an identified or identifiable
4.7 natural person.

4.8 (t) "Sale," "sell," or "sold" means the exchange of personal data for monetary or other
4.9 valuable consideration by the controller to a third party. Sale does not include the following:

4.10 (1) the disclosure of personal data to a processor who processes the personal data on
4.11 behalf of the controller;

4.12 (2) the disclosure of personal data to a third party with whom the consumer has a direct
4.13 relationship for purposes of providing a product or service requested by the consumer;

4.14 (3) the disclosure or transfer of personal data to an affiliate of the controller;

4.15 (4) the disclosure of information that the consumer intentionally made available to the
4.16 general public via a channel of mass media, and did not restrict to a specific audience; or

4.17 (5) the disclosure or transfer of personal data to a third party as an asset that is part of a
4.18 completed or proposed merger, acquisition, bankruptcy, or other transaction in which the
4.19 third party assumes control of all or part of the controller's assets.

4.20 (u) Sensitive data is a form of personal data. "Sensitive data" means:

4.21 (1) personal data revealing racial or ethnic origin, religious beliefs, mental or physical
4.22 health condition or diagnosis, sexual orientation, or citizenship or immigration status;

4.23 (2) the processing of biometric data or genetic information;

4.24 (3) the personal data of a known child; or

4.25 (4) specific geolocation data.

4.26 (v) "Specific geolocation data" means information derived from technology, including
4.27 but not limited to global positioning system level latitude, longitude, or altitude coordinates;
4.28 cellular phone system coordinates; internet protocol device addresses; or other mechanisms
4.29 that can be used to identify a specific street or postal address associated with the consumer.

4.30 Specific geolocation data excludes the content of communications and the contents of
4.31 databases containing name and address information which are accessible to the public as
4.32 authorized by law.

5.1 (w) "Targeted advertising" means displaying advertisements to a consumer where the
 5.2 advertisement is selected based on personal data obtained from a consumer's activities over
 5.3 time and across nonaffiliated websites or online applications to predict such consumer's
 5.4 preferences or interests. It does not include advertising:

5.5 (1) based on activities within a controller's own websites or online applications;

5.6 (2) based on the context of a consumer's current search query or visit to a website or
 5.7 online application; or

5.8 (3) to a consumer in response to the consumer's request for information or feedback.

5.9 (x) "Third party" means a natural or legal person, public authority, agency, or body other
 5.10 than the consumer, controller, processor, or an affiliate of the processor or the controller.

5.11 (y) "Trade secret" has the meaning given in section 325C.01, subdivision 5.

5.12 **Sec. 4. [3250.03] SCOPE; EXCLUSIONS.**

5.13 Subdivision 1. **Scope.** (a) This chapter applies to legal entities that conduct business in
 5.14 Minnesota or produce products or services that are targeted to residents of Minnesota, and
 5.15 that satisfy one or more of the following thresholds:

5.16 (1) during a calendar year, controls or processes personal data of 100,000 consumers or
 5.17 more; or

5.18 (2) derives over 25 percent of gross revenue from the sale of personal data and processes
 5.19 or controls personal data of 25,000 consumers or more.

5.20 (b) A controller or processor acting as a technology provider under section 13.32 shall
 5.21 comply with both this chapter and section 13.32, except that, when the provisions of section
 5.22 13.32 conflict with this chapter, section 13.32 prevails.

5.23 Subd. 2. **Exclusions.** (a) This chapter does not apply to the following entities or types
 5.24 of information:

5.25 (1) a government entity, as defined by section 13.02, subdivision 7a;

5.26 (2) a federally recognized Indian tribe;

5.27 (3) information that meets the definition of:

5.28 (i) protected health information as defined by and for purposes of the Health Insurance
 5.29 Portability and Accountability Act of 1996, Public Law 104-191, and related regulations;

5.30 (ii) health records, as defined in section 144.291, subdivision 2;

6.1 (iii) patient identifying information for purposes of Code of Federal Regulations, title
6.2 42, part 2, established pursuant to United States Code, title 42, section 290dd-2;

6.3 (iv) identifiable private information for purposes of the federal policy for the protection
6.4 of human subjects, Code of Federal Regulations, title 45, part 46; identifiable private
6.5 information that is otherwise information collected as part of human subjects research
6.6 pursuant to the good clinical practice guidelines issued by the International Council for
6.7 Harmonisation; the protection of human subjects under Code of Federal Regulations, title
6.8 21, parts 50 and 56; or personal data used or shared in research conducted in accordance
6.9 with one or more of the requirements set forth in this paragraph;

6.10 (v) information and documents created for purposes of the federal Health Care Quality
6.11 Improvement Act of 1986, Public Law 99-660, and related regulations; or

6.12 (vi) patient safety work product for purposes of Code of Federal Regulations, title 42,
6.13 part 3, established pursuant to United States Code, title 42, sections 299b-21 to 299b-26;

6.14 (4) information that is derived from any of the health care-related information listed in
6.15 clause (3), but that has been deidentified in accordance with the requirements for
6.16 deidentification set forth in Code of Federal Regulations, title 45, part 164;

6.17 (5) information originating from, and intermingled to be indistinguishable with, any of
6.18 the health care-related information listed in clause (3) that is maintained by:

6.19 (i) a covered entity or business associate as defined by the Health Insurance Portability
6.20 and Accountability Act of 1996, Public Law 104-191, and related regulations;

6.21 (ii) a health care provider, as defined in section 144.291, subdivision 2; or

6.22 (iii) a program or a qualified service organization as defined by Code of Federal
6.23 Regulations, title 42, part 2, established pursuant to United States Code, title 42, section
6.24 290dd-2;

6.25 (6) information used only for public health activities and purposes as described in Code
6.26 of Federal Regulations, title 45, section 164.512;

6.27 (7) an activity involving the collection, maintenance, disclosure, sale, communication,
6.28 or use of any personal data bearing on a consumer's credit worthiness, credit standing, credit
6.29 capacity, character, general reputation, personal characteristics, or mode of living by a
6.30 consumer reporting agency, as defined in United States Code, title 15, section 1681a(f), by
6.31 a furnisher of information, as set forth in United States Code, title 15, section 1681s-2, who
6.32 provides information for use in a consumer report, as defined in United States Code, title
6.33 15, section 1681a(d), and by a user of a consumer report, as set forth in United States Code,

7.1 title 15, section 1681b, except that information is only excluded under this paragraph to the
7.2 extent that such activity involving the collection, maintenance, disclosure, sale,
7.3 communication, or use of such information by that agency, furnisher, or user is subject to
7.4 regulation under the federal Fair Credit Reporting Act, United States Code, title 15, sections
7.5 1681 to 1681x, and the information is not collected, maintained, used, communicated,
7.6 disclosed, or sold except as authorized by the Fair Credit Reporting Act;

7.7 (8) personal data collected, processed, sold, or disclosed pursuant to the federal
7.8 Gramm-Leach-Bliley Act, Public Law 106-102, and implementing regulations, if the
7.9 collection, processing, sale, or disclosure is in compliance with that law;

7.10 (9) personal data collected, processed, sold, or disclosed pursuant to the federal Driver's
7.11 Privacy Protection Act of 1994, United States Code, title 18, sections 2721 to 2725, if the
7.12 collection, processing, sale, or disclosure is in compliance with that law;

7.13 (10) personal data regulated by the federal Family Educations Rights and Privacy Act,
7.14 United States Code, title 20, section 1232g, and its implementing regulations;

7.15 (11) personal data collected, processed, sold, or disclosed pursuant to the federal Farm
7.16 Credit Act of 1971, as amended, United States Code, title 12, sections 2001 to 2279cc, and
7.17 its implementing regulations, Code of Federal Regulations, title 12, part 600, if the collection,
7.18 processing, sale, or disclosure is in compliance with that law;

7.19 (12) data collected or maintained:

7.20 (i) in the course of an individual acting as a job applicant to or an employee, owner,
7.21 director, officer, medical staff member, or contractor of that business if it is collected and
7.22 used solely within the context of that role;

7.23 (ii) as the emergency contact information of an individual under item (i) if used solely
7.24 for emergency contact purposes; or

7.25 (iii) that is necessary for the business to retain to administer benefits for another individual
7.26 relating to the individual under item (i) if used solely for the purposes of administering those
7.27 benefits;

7.28 (13) personal data collected, processed, sold, or disclosed pursuant to the Minnesota
7.29 Insurance Fair Information Reporting Act in sections 72A.49 to 72A.505; or

7.30 (14) data collected, processed, sold, or disclosed as part of a payment-only credit, check,
7.31 or cash transaction where no data about consumers, as defined in section 325O.02, are
7.32 retained.

8.1 (b) Controllers that are in compliance with the Children's Online Privacy Protection Act,
8.2 United States Code, title 15, sections 6501 to 6506, and its implementing regulations, shall
8.3 be deemed compliant with any obligation to obtain parental consent under this chapter.

8.4 **Sec. 5. [325O.04] RESPONSIBILITY ACCORDING TO ROLE.**

8.5 (a) Controllers and processors are responsible for meeting their respective obligations
8.6 established under this chapter.

8.7 (b) Processors are responsible under this chapter for adhering to the instructions of the
8.8 controller and assisting the controller to meet its obligations under this chapter. Such
8.9 assistance shall include the following:

8.10 (1) taking into account the nature of the processing, the processor shall assist the controller
8.11 by appropriate technical and organizational measures, insofar as this is possible, for the
8.12 fulfillment of the controller's obligation to respond to consumer requests to exercise their
8.13 rights pursuant to section 325O.05; and

8.14 (2) taking into account the nature of processing and the information available to the
8.15 processor, the processor shall assist the controller in meeting the controller's obligations in
8.16 relation to the security of processing the personal data and in relation to the notification of
8.17 a breach of the security of the system pursuant to section 325E.61, and shall provide
8.18 information to the controller necessary to enable the controller to conduct and document
8.19 any data privacy and protection assessments required by section 325O.08.

8.20 (c) Notwithstanding the instructions of the controller, a processor shall:

8.21 (1) ensure that each person processing the personal data is subject to a duty of
8.22 confidentiality with respect to the data; and

8.23 (2) engage a subcontractor only (i) after providing the controller with an opportunity to
8.24 object, and (ii) pursuant to a written contract in accordance with paragraph (e) that requires
8.25 the subcontractor to meet the obligations of the processor with respect to the personal data.

8.26 (d) Taking into account the context of processing, the controller and the processor shall
8.27 implement appropriate technical and organizational measures to ensure a level of security
8.28 appropriate to the risk and establish a clear allocation of the responsibilities between the
8.29 controller and the processor to implement such measures.

8.30 (e) Processing by a processor shall be governed by a contract between the controller and
8.31 the processor that is binding on both parties and that sets out the processing instructions to
8.32 which the processor is bound, including the nature and purpose of the processing, the type

9.1 of personal data subject to the processing, the duration of the processing, and the obligations
9.2 and rights of both parties. In addition, the contract shall include the requirements imposed
9.3 by this paragraph, paragraphs (c) and (d), as well as the following requirements:

9.4 (1) at the choice of the controller, the processor shall delete or return all personal data
9.5 to the controller as requested at the end of the provision of services, unless retention of the
9.6 personal data is required by law;

9.7 (2) the processor shall make available to the controller all information necessary to
9.8 demonstrate compliance with the obligations in this chapter; and

9.9 (3) the processor shall allow for, and contribute to, reasonable audits and inspections by
9.10 the controller or the controller's designated auditor. Alternatively, the processor may, with
9.11 the controller's consent, arrange for a qualified and independent auditor to conduct, at least
9.12 annually and at the processor's expense, an audit of the processor's policies and technical
9.13 and organizational measures in support of the obligations under this chapter. The auditor
9.14 must use an appropriate and accepted control standard or framework and audit procedure
9.15 for such audits as applicable, and shall provide a report of such audit to the controller upon
9.16 request.

9.17 (f) In no event shall any contract relieve a controller or a processor from the liabilities
9.18 imposed on them by virtue of their roles in the processing relationship under this chapter.

9.19 (g) Determining whether a person is acting as a controller or processor with respect to
9.20 a specific processing of data is a fact-based determination that depends upon the context in
9.21 which personal data are to be processed. A person that is not limited in the person's processing
9.22 of personal data pursuant to a controller's instructions, or that fails to adhere to such
9.23 instructions, is a controller and not a processor with respect to a specific processing of data.
9.24 A processor that continues to adhere to a controller's instructions with respect to a specific
9.25 processing of personal data remains a processor. If a processor begins, alone or jointly with
9.26 others, determining the purposes and means of the processing of personal data, it is a
9.27 controller with respect to such processing.

9.28 **Sec. 6. [3250.05] CONSUMER PERSONAL DATA RIGHTS.**

9.29 Subdivision 1. **Consumer rights provided.** (a) Except as provided in this chapter, a
9.30 controller must comply with a request to exercise the consumer rights provided in this
9.31 subdivision.

10.1 (b) A consumer has the right to confirm whether or not a controller is processing personal
10.2 data concerning the consumer and access the categories of personal data the controller is
10.3 processing.

10.4 (c) A consumer has the right to correct inaccurate personal data concerning the consumer,
10.5 taking into account the nature of the personal data and the purposes of the processing of the
10.6 personal data.

10.7 (d) A consumer has the right to delete personal data concerning the consumer.

10.8 (e) A consumer has the right to obtain personal data concerning the consumer, which
10.9 the consumer previously provided to the controller, in a portable and, to the extent technically
10.10 feasible, readily usable format that allows the consumer to transmit the data to another
10.11 controller without hindrance, where the processing is carried out by automated means.

10.12 (f) A consumer has the right to opt out of the processing of personal data concerning
10.13 the consumer for purposes of targeted advertising, the sale of personal data, or profiling in
10.14 furtherance of decisions that produce legal effects concerning a consumer or similarly
10.15 significant effects concerning a consumer.

10.16 (g) If a consumer's personal data is profiled in furtherance of decisions that produce
10.17 legal effects concerning a consumer or similarly significant effects concerning a consumer,
10.18 the consumer has the right to question the result of such profiling and be informed of the
10.19 reason that the profiling resulted in the decision, as well as the actions that the consumer
10.20 might have taken to secure a different decision and the actions that the consumer might take
10.21 to secure a different decision in the future. The consumer has the right to review the
10.22 customer's personal data used in the profiling. If the decision is determined to have been
10.23 based upon inaccurate personal data, the consumer has the right to have the data corrected
10.24 and the profiling decision reevaluated based upon the corrected data.

10.25 Subd. 2. **Exercising consumer rights.** (a) A consumer may exercise the rights set forth
10.26 in this section by submitting a request, at any time, to a controller specifying which rights
10.27 the consumer wishes to exercise.

10.28 (b) In the case of processing personal data concerning a known child, the parent or legal
10.29 guardian of the known child may exercise the rights of this chapter on the child's behalf.

10.30 (c) In the case of processing personal data concerning a consumer legally subject to
10.31 guardianship or conservatorship under sections 524.5-101 to 524.5-502, the guardian or the
10.32 conservator of the consumer may exercise the rights of this chapter on the consumer's behalf.

11.1 Subd. 3. **Universal opt-out mechanisms.** (a) A controller must allow a consumer to opt
11.2 out of any processing of the consumer's personal data for the purposes of targeted advertising,
11.3 or any sale of such personal data through an opt-out preference signal sent, with such
11.4 consumer's consent, by a platform, technology, or mechanism to the controller indicating
11.5 such consumer's intent to opt out of any such processing or sale. The platform, technology,
11.6 or mechanism must:

11.7 (1) not unfairly disadvantage another controller;

11.8 (2) not make use of a default setting, but require the consumer to make an affirmative,
11.9 freely given, and unambiguous choice to opt out of any processing of the consumer's personal
11.10 data;

11.11 (3) be consumer-friendly and easy to use by the average consumer;

11.12 (4) be as consistent as possible with any other similar platform, technology, or mechanism
11.13 required by any federal or state law or regulation; and

11.14 (5) enable the controller to accurately determine whether the consumer is a Minnesota
11.15 resident and whether the consumer has made a legitimate request to opt out of any sale of
11.16 such consumer's personal data or targeted advertising.

11.17 (b) If a consumer's opt-out request is exercised through the platform, technology, or
11.18 mechanism required under paragraph (a), and the request conflicts with the consumer's
11.19 existing controller-specific privacy setting or voluntary participation in a controller's bona
11.20 fide loyalty, rewards, premium features, discounts, or club card program, the controller
11.21 must comply with the consumer's opt-out preference signal but may also notify the consumer
11.22 of the conflict and provide the consumer a choice to confirm the controller-specific privacy
11.23 setting or participation in such program.

11.24 (c) The platform, technology, or mechanism required under paragraph (a) is subject to
11.25 the requirements of subdivision 4.

11.26 Subd. 4. **Controller response to consumer requests.** (a) Except as provided in this
11.27 chapter, a controller must comply with a request to exercise the rights pursuant to subdivision
11.28 1.

11.29 (b) A controller must provide one or more secure and reliable means for consumers to
11.30 submit a request to exercise their rights under this section. These means must take into
11.31 account the ways in which consumers interact with the controller and the need for secure
11.32 and reliable communication of the requests.

12.1 (c) A controller may not require a consumer to create a new account in order to exercise
12.2 a right, but a controller may require a consumer to use an existing account to exercise the
12.3 consumer's rights under this section.

12.4 (d) A controller must comply with a request to exercise the right in subdivision 1,
12.5 paragraph (f), as soon as feasibly possible, but no later than 15 days of receipt of the request.

12.6 (e) A controller must inform a consumer of any action taken on a request under
12.7 subdivision 1 without undue delay and in any event within 45 days of receipt of the request.
12.8 That period may be extended once by 45 additional days where reasonably necessary, taking
12.9 into account the complexity and number of the requests. The controller must inform the
12.10 consumer of any such extension within 45 days of receipt of the request, together with the
12.11 reasons for the delay.

12.12 (f) If a controller does not take action on a consumer's request, the controller must inform
12.13 the consumer without undue delay and at the latest within 45 days of receipt of the request
12.14 of the reasons for not taking action and instructions for how to appeal the decision with the
12.15 controller as described in subdivision 3.

12.16 (g) Information provided under this section must be provided by the controller free of
12.17 charge, up to twice annually to the consumer. Where requests from a consumer are manifestly
12.18 unfounded or excessive, in particular because of their repetitive character, the controller
12.19 may either charge a reasonable fee to cover the administrative costs of complying with the
12.20 request, or refuse to act on the request. The controller bears the burden of demonstrating
12.21 the manifestly unfounded or excessive character of the request.

12.22 (h) A controller is not required to comply with a request to exercise any of the rights
12.23 under subdivision 1, if the controller is unable to authenticate the request using commercially
12.24 reasonable efforts. In such cases, the controller may request the provision of additional
12.25 information reasonably necessary to authenticate the request. A controller is not required
12.26 to authenticate an opt-out request, but a controller may deny an opt-out request if the
12.27 controller has a good faith, reasonable, and documented belief that such request is fraudulent.
12.28 If a controller denies an opt-out request because the controller believes such request is
12.29 fraudulent, the controller must notify the person who made the request that the request was
12.30 denied due to the controller's belief that the request was fraudulent and state the controller's
12.31 basis for that belief.

12.32 (i) In response to a consumer request under subdivision 1, a controller must not disclose
12.33 the following information about a consumer, but must instead inform the consumer with
12.34 sufficient particularity that it has collected that type of information:

- 13.1 (1) Social Security number;
13.2 (2) driver's license number or other government-issued identification number;
13.3 (3) financial account number;
13.4 (4) health insurance account number or medical identification number;
13.5 (5) account password, security questions, or answers; or
13.6 (6) biometric data.

13.7 (j) In response to a consumer request under subdivision 1, a controller is not required
13.8 to reveal any trade secret.

13.9 Subd. 5. **Appeal process required.** (a) A controller must establish an internal process
13.10 whereby a consumer may appeal a refusal to take action on a request to exercise any of the
13.11 rights under subdivision 1 within a reasonable period of time after the consumer's receipt
13.12 of the notice sent by the controller under subdivision 3, paragraph (f).

13.13 (b) The appeal process must be conspicuously available. The process must include the
13.14 ease of use provisions in subdivision 3 applicable to submitting requests.

13.15 (c) Within 30 days of receipt of an appeal, a controller must inform the consumer of any
13.16 action taken or not taken in response to the appeal, along with a written explanation of the
13.17 reasons in support thereof. That period may be extended by 60 additional days where
13.18 reasonably necessary, taking into account the complexity and number of the requests serving
13.19 as the basis for the appeal. The controller must inform the consumer of any such extension
13.20 within 30 days of receipt of the appeal, together with the reasons for the delay. The controller
13.21 must also provide the consumer with an e-mail address or other online mechanism through
13.22 which the consumer may submit the appeal, along with any action taken or not taken by the
13.23 controller in response to the appeal and the controller's written explanation of the reasons
13.24 in support thereof, to the attorney general.

13.25 (d) When informing a consumer of any action taken or not taken in response to an appeal
13.26 pursuant to paragraph (c), the controller must clearly and prominently provide the consumer
13.27 with information about how to file a complaint with the Office of the Attorney General.
13.28 The controller must maintain records of all such appeals and the controller's responses for
13.29 at least 24 months and shall, upon request by a consumer or by the attorney general, compile
13.30 and provide a copy of the records to the attorney general.

14.1 Sec. 7. **[3250.06] PROCESSING DEIDENTIFIED DATA OR PSEUDONYMOUS**
14.2 **DATA.**

14.3 (a) This chapter does not require a controller or processor to do any of the following
14.4 solely for purposes of complying with this chapter:

14.5 (1) reidentify deidentified data;

14.6 (2) maintain data in identifiable form, or collect, obtain, retain, or access any data or
14.7 technology, in order to be capable of associating an authenticated consumer request with
14.8 personal data; or

14.9 (3) comply with an authenticated consumer request to access, correct, delete, or port
14.10 personal data pursuant to section 3250.05, subdivision 1, if all of the following are true:

14.11 (i) the controller is not reasonably capable of associating the request with the personal
14.12 data, or it would be unreasonably burdensome for the controller to associate the request
14.13 with the personal data;

14.14 (ii) the controller does not use the personal data to recognize or respond to the specific
14.15 consumer who is the subject of the personal data, or associate the personal data with other
14.16 personal data about the same specific consumer; and

14.17 (iii) the controller does not sell the personal data to any third party or otherwise
14.18 voluntarily disclose the personal data to any third party other than a processor, except as
14.19 otherwise permitted in this section.

14.20 (b) The rights contained in section 3250.05, subdivision 1, do not apply to pseudonymous
14.21 data in cases where the controller is able to demonstrate any information necessary to identify
14.22 the consumer is kept separately and is subject to effective technical and organizational
14.23 controls that prevent the controller from accessing such information.

14.24 (c) A controller that uses pseudonymous data or deidentified data must exercise reasonable
14.25 oversight to monitor compliance with any contractual commitments to which the
14.26 pseudonymous data or deidentified data are subject, and must take appropriate steps to
14.27 address any breaches of contractual commitments.

14.28 (d) A processor or third party must not attempt to identify the subjects of deidentified
14.29 or pseudonymous data without the express authority of the controller that caused the data
14.30 to be deidentified or pseudonymized.

14.31 (e) A controller, processor, or third party must not attempt to identify the subjects of
14.32 data that has been collected with only pseudonymous identifiers.

15.1 Sec. 8. **[3250.07] RESPONSIBILITIES OF CONTROLLERS.**

15.2 **Subdivision 1. Transparency obligations.** (a) Controllers must provide consumers with
15.3 a reasonably accessible, clear, and meaningful privacy notice that includes:

15.4 (1) the categories of personal data processed by the controller;

15.5 (2) the purposes for which the categories of personal data are processed;

15.6 (3) an explanation of the rights contained in section 3250.05 and how and where
15.7 consumers may exercise those rights, including how a consumer may appeal a controller's
15.8 action with regard to the consumer's request;

15.9 (4) the categories of personal data that the controller sells to or shares with third parties,
15.10 if any;

15.11 (5) the categories of third parties, if any, with whom the controller sells or shares personal
15.12 data;

15.13 (6) the controller's contact information, including an active email address or other online
15.14 mechanism that the consumer may use to contact the controller;

15.15 (7) the length of time the controller intends to retain each category of personal data or
15.16 the criteria used to determine the length of time the controller intends to retain categories
15.17 of personal data;

15.18 (8) if a controller engages in profiling in furtherance of decisions that produce legal
15.19 effects concerning a consumer or similarly significant effects concerning a consumer:

15.20 (i) what decisions are subject to such profiling;

15.21 (ii) how profiling is used in the decision-making process, including the role of human
15.22 involvement, if any; and

15.23 (iii) the benefits and potential consequences of the decision concerning the consumer;
15.24 and

15.25 (9) the date the privacy notice was last updated.

15.26 (b) If a controller sells personal data to third parties, processes personal data for targeted
15.27 advertising, or engages in profiling in furtherance of decisions that produce legal effects
15.28 concerning a consumer or similarly significant effects concerning a consumer, it must
15.29 disclose such processing in the privacy notice and provide access to a clear and conspicuous
15.30 method outside the privacy notice for a consumer to opt out of the sale, processing, or
15.31 profiling. This method may include but is not limited to an internet hyperlink clearly labeled

16.1 "Your Opt-Out Rights" or "Your Privacy Rights" that directly effectuates the opt-out request
16.2 or takes consumers to a web page where the consumer can make the opt-out request.

16.3 (c) The privacy notice must be made available to the public in each language in which
16.4 the controller provides a product or service that is subject to the privacy notice or carries
16.5 out activities related to such product or service.

16.6 (d) The controller must provide the privacy notice in a manner that is reasonably
16.7 accessible to and usable by individuals with disabilities.

16.8 (e) Before a controller makes a material change to its privacy notice or practices, the
16.9 controller must notify each consumer affected by the material change with respect to any
16.10 prospectively collected personal data and provide a reasonable opportunity for each consumer
16.11 to withdraw consent to any further materially different collection, processing, or transfer
16.12 of previously collected personal data under the changed policy. The controller shall take
16.13 all reasonable electronic measures to provide direct notification regarding material changes
16.14 to each affected consumer, taking into account available technology and the nature of the
16.15 relationship.

16.16 (f) A controller is not required to provide a separate Minnesota-specific privacy notice
16.17 or section of a privacy notice if the controller's general privacy notice contains all the
16.18 information required by this section.

16.19 (g) The privacy notice must be posted online through a conspicuous hyperlink using the
16.20 word "privacy" on the controller's website home page or on a mobile application's app store
16.21 page or download page. A controller that maintains an application on a mobile or other
16.22 device shall also include a hyperlink to the privacy notice in the application's settings menu.
16.23 A controller that does not operate a website shall make the privacy notice conspicuously
16.24 available to consumers through a medium regularly used by the controller to interact with
16.25 consumers, including but not limited to mail.

16.26 Subd. 2. Use of data. (a) A controller's collection of personal data must be limited to
16.27 what is reasonably necessary in relation to the purposes for which such data are processed.

16.28 (b) A controller's collection of personal data must be adequate, relevant, and limited to
16.29 what is reasonably necessary in relation to the purposes for which such data are processed,
16.30 as disclosed to the consumer.

16.31 (c) Except as provided in this chapter, a controller may not process personal data for
16.32 purposes that are not reasonably necessary to, or compatible with, the purposes for which

17.1 such personal data are processed, as disclosed to the consumer, unless the controller obtains
17.2 the consumer's consent.

17.3 (d) A controller shall establish, implement, and maintain reasonable administrative,
17.4 technical, and physical data security practices to protect the confidentiality, integrity, and
17.5 accessibility of personal data. Such data security practices shall be appropriate to the volume
17.6 and nature of the personal data at issue.

17.7 (e) Except as otherwise provided in this act, a controller may not process sensitive data
17.8 concerning a consumer without obtaining the consumer's consent, or, in the case of the
17.9 processing of personal data concerning a known child, without obtaining consent from the
17.10 child's parent or lawful guardian, in accordance with the requirement of the Children's
17.11 Online Privacy Protection Act, United States Code, title 15, sections 6501 to 6506, and its
17.12 implementing regulations.

17.13 (f) A controller shall provide an effective mechanism for a consumer, or, in the case of
17.14 the processing of personal data concerning a known child, the child's parent or lawful
17.15 guardian, to revoke previously given consent under this subdivision. The mechanism provided
17.16 shall be at least as easy as the mechanism by which the consent was previously given. Upon
17.17 revocation of consent, a controller shall cease to process the applicable data as soon as
17.18 practicable, but not later than 15 days after the receipt of such request.

17.19 (g) A controller may not process the personal data of a consumer for purposes of targeted
17.20 advertising, or sell the consumer's personal data without the consumer's consent, under
17.21 circumstances where the consumer is a known child between the ages of 13 and 16.

17.22 Subd. 3. **Nondiscrimination.** (a) A controller shall not process personal data on the
17.23 basis of a consumer's or a class of consumers' actual or perceived race, color, ethnicity,
17.24 religion, national origin, sex, gender, gender identity, sexual orientation, familial status,
17.25 lawful source of income, or disability in a manner that unlawfully discriminates against the
17.26 consumer or class of consumers with respect to the offering or provision of: housing,
17.27 employment, credit, or education; or the goods, services, facilities, privileges, advantages,
17.28 or accommodations of any place of public accommodation.

17.29 (b) A controller may not discriminate against a consumer for exercising any of the rights
17.30 contained in this chapter, including denying goods or services to the consumer, charging
17.31 different prices or rates for goods or services, and providing a different level of quality of
17.32 goods and services to the consumer. This subdivision does not prohibit a controller from
17.33 offering a different price, rate, level, quality, or selection of goods or services to a consumer,
17.34 including offering goods or services for no fee, if the offering is in connection with a

18.1 consumer's voluntary participation in a bona fide loyalty, rewards, premium features,
 18.2 discounts, or club card program.

18.3 (c) A controller may not sell personal data to a third-party controller as part of a bona
 18.4 fide loyalty, rewards, premium features, discounts, or club card program under paragraph
 18.5 (b) unless:

18.6 (1) the sale is reasonably necessary to enable the third party to provide a benefit to which
 18.7 the consumer is entitled;

18.8 (2) the sale of personal data to third parties is clearly disclosed in the terms of the
 18.9 program; and

18.10 (3) the third party uses the personal data only for purposes of facilitating such a benefit
 18.11 to which the consumer is entitled and does not retain or otherwise use or disclose the personal
 18.12 data for any other purpose.

18.13 Subd. 4. **Waiver of rights unenforceable.** Any provision of a contract or agreement of
 18.14 any kind that purports to waive or limit in any way a consumer's rights under this chapter
 18.15 shall be deemed contrary to public policy and shall be void and unenforceable.

18.16 **Sec. 9. [3250.08] DATA PRIVACY AND PROTECTION ASSESSMENTS.**

18.17 (a) A controller must conduct, document, and maintain a data privacy and protection
 18.18 assessment that describes the policies and procedures it has adopted to comply with the
 18.19 provisions of this act. This assessment must include:

18.20 (1) the name and contact information for the controller's chief privacy officer or other
 18.21 officer with primary responsibility for directing the policies and procedures implemented
 18.22 to comply with the provisions of this chapter;

18.23 (2) a description of the controller's data privacy policies and procedures which ensure
 18.24 compliance with section 3250.07, and any policies and procedures designed to:

18.25 (i) reflect the requirements of this act in the design of its systems from their inception;

18.26 (ii) identify and provide personal data to a consumer as required by this act;

18.27 (iii) maintain the accuracy and integrity of personal data subject to this act;

18.28 (iv) prevent the collection of personal data that is not necessary to provide services which
 18.29 have been requested by the consumer;

18.30 (v) prevent the retention of personal data that is no longer needed to provide services to
 18.31 the consumer; and

- 19.1 (vi) identify and remediate violations of this act;
- 19.2 (3) a description of the controller's data protection processes and procedures for each of
19.3 the following processing activities involving personal data:
- 19.4 (i) the processing of personal data for purposes of targeted advertising;
- 19.5 (ii) the sale of personal data;
- 19.6 (iii) the processing of sensitive data;
- 19.7 (iv) any processing activities involving personal data that present a heightened risk of
19.8 harm to consumers; and
- 19.9 (v) the processing of personal data for purposes of profiling, where such profiling presents
19.10 a reasonably foreseeable risk of:
- 19.11 (A) unfair or deceptive treatment of, or disparate impact on, consumers;
- 19.12 (B) financial, physical, or reputational injury to consumers;
- 19.13 (C) a physical or other intrusion upon the solitude or seclusion, or the private affairs or
19.14 concerns, of consumers, where such intrusion would be offensive to a reasonable person;
19.15 or
- 19.16 (D) other substantial injury to consumers; and
- 19.17 (4) a description of the data dictionary, metadata catalog, or other means by which the
19.18 controller maintains its inventory of data that must be managed to exercise its responsibilities
19.19 under section 325O.05.
- 19.20 (b) A data privacy and protection assessment must take into account the type of personal
19.21 data to be processed by the controller, including the extent to which the personal data are
19.22 sensitive data, and the context in which the personal data are to be processed.
- 19.23 (c) A data privacy and protection assessment must identify and weigh the benefits that
19.24 may flow directly and indirectly from the processing to the controller, consumer, other
19.25 stakeholders, and the public against the potential risks to the rights of the consumer associated
19.26 with such processing, as mitigated by safeguards that can be employed by the controller to
19.27 reduce such risks. The use of deidentified data and the reasonable expectations of consumers,
19.28 as well as the context of the processing and the relationship between the controller and the
19.29 consumer whose personal data will be processed, must be factored into this assessment by
19.30 the controller.

20.1 (d) The attorney general may request, in writing, that a controller disclose any data
20.2 privacy and protection assessment that is relevant to an investigation conducted by the
20.3 attorney general. The controller must make a data privacy and protection assessment available
20.4 to the attorney general upon such a request. The attorney general may evaluate the data
20.5 privacy and protection assessments for compliance with the responsibilities contained in
20.6 section 325O.07 and with other laws. Data privacy and protection assessments are classified
20.7 as nonpublic data, as defined by section 13.02, subdivision 9. The disclosure of a data
20.8 privacy and protection assessment pursuant to a request from the attorney general under
20.9 this paragraph does not constitute a waiver of the attorney-client privilege or work product
20.10 protection with respect to the assessment and any information contained in the assessment.

20.11 (e) Data privacy and protection assessments conducted by a controller for the purpose
20.12 of compliance with other laws or regulations may qualify under this section if they have a
20.13 similar scope and effect.

20.14 **Sec. 10. [325O.09] LIMITATIONS AND APPLICABILITY.**

20.15 (a) The obligations imposed on controllers or processors under this chapter do not restrict
20.16 a controller's or a processor's ability to:

20.17 (1) comply with federal, state, or local laws, rules, or regulations;

20.18 (2) comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or
20.19 summons by federal, state, local, or other governmental authorities;

20.20 (3) cooperate with law enforcement agencies concerning conduct or activity that the
20.21 controller or processor reasonably and in good faith believes may violate federal, state, or
20.22 local laws, rules, or regulations;

20.23 (4) investigate, establish, exercise, prepare for, or defend legal claims;

20.24 (5) provide a product or service specifically requested by a consumer, perform a contract
20.25 to which the consumer is a party, or take steps at the request of the consumer prior to entering
20.26 into a contract;

20.27 (6) take immediate steps to protect an interest that is essential for the life of the consumer
20.28 or of another natural person, and where the processing cannot be manifestly based on another
20.29 legal basis;

20.30 (7) prevent, detect, protect against, or respond to security incidents, identity theft, fraud,
20.31 harassment, malicious or deceptive activities, or any illegal activity; preserve the integrity

21.1 or security of systems; or investigate, report, or prosecute those responsible for any such
21.2 action;

21.3 (8) assist another controller, processor, or third party with any of the obligations under
21.4 this paragraph; or

21.5 (9) engage in public or peer-reviewed scientific, historical, or statistical research in the
21.6 public interest that adheres to all other applicable ethics and privacy laws and is approved,
21.7 monitored, and governed by an institutional review board, human subjects research ethics
21.8 review board, or a similar independent oversight entity which has determined that:

21.9 (i) the research is likely to provide substantial benefits that do not exclusively accrue to
21.10 the controller;

21.11 (ii) the expected benefits of the research outweigh the privacy risks; and

21.12 (iii) the controller has implemented reasonable safeguards to mitigate privacy risks
21.13 associated with research, including any risks associated with reidentification.

21.14 (b) The obligations imposed on controllers or processors under this chapter do not restrict
21.15 a controller's or processor's ability to collect, use, or retain data to:

21.16 (1) identify and repair technical errors that impair existing or intended functionality; or

21.17 (2) perform solely internal operations that are reasonably aligned with the expectations
21.18 of the consumer based on the consumer's existing relationship with the controller, or are
21.19 otherwise compatible with processing in furtherance of the provision of a product or service
21.20 specifically requested by a consumer or the performance of a contract to which the consumer
21.21 is a party when those internal operations are performed during, and not following, the
21.22 consumer's relationship with the controller.

21.23 (c) The obligations imposed on controllers or processors under this chapter do not apply
21.24 where compliance by the controller or processor with this chapter would violate an
21.25 evidentiary privilege under Minnesota law and do not prevent a controller or processor from
21.26 providing personal data concerning a consumer to a person covered by an evidentiary
21.27 privilege under Minnesota law as part of a privileged communication.

21.28 (d) A controller or processor that discloses personal data to a third-party controller or
21.29 processor in compliance with the requirements of this chapter is not in violation of this
21.30 chapter if the recipient processes such personal data in violation of this chapter, provided
21.31 that, at the time of disclosing the personal data, the disclosing controller or processor did
21.32 not have actual knowledge that the recipient intended to commit a violation. A third-party
21.33 controller or processor receiving personal data from a controller or processor in compliance

22.1 with the requirements of this chapter is likewise not in violation of this chapter for the
22.2 obligations of the controller or processor from which it receives such personal data.

22.3 (e) Obligations imposed on controllers and processors under this chapter shall not:

22.4 (1) adversely affect the rights or freedoms of any persons, such as exercising the right
22.5 of free speech pursuant to the First Amendment of the United States Constitution; or

22.6 (2) apply to the processing of personal data by a natural person in the course of a purely
22.7 personal or household activity.

22.8 (f) Personal data that are processed by a controller pursuant to this section must not be
22.9 processed for any purpose other than those expressly listed in this section. Personal data
22.10 that are processed by a controller pursuant to this section may be processed solely to the
22.11 extent that such processing is:

22.12 (1) necessary, reasonable, and proportionate to the purposes listed in this section;

22.13 (2) adequate, relevant, and limited to what is necessary in relation to the specific purpose
22.14 or purposes listed in this section; and

22.15 (3) insofar as possible, taking into account the nature and purpose of processing the
22.16 personal data, subjected to reasonable administrative, technical, and physical measures to
22.17 protect the confidentiality, integrity, and accessibility of the personal data, and to reduce
22.18 reasonably foreseeable risks of harm to consumers.

22.19 (g) If a controller processes personal data pursuant to an exemption in this section, the
22.20 controller bears the burden of demonstrating that such processing qualifies for the exemption
22.21 and complies with the requirements in paragraph (f).

22.22 (h) Processing personal data solely for the purposes expressly identified in paragraph
22.23 (a), clauses (1) to (7), does not, by itself, make an entity a controller with respect to such
22.24 processing.

22.25 **Sec. 11. [3250.10] ATTORNEY GENERAL ENFORCEMENT.**

22.26 (a) In the event that a controller or processor violates this chapter, the attorney general,
22.27 prior to filing an enforcement action under paragraph (b), must provide the controller or
22.28 processor with a warning letter identifying the specific provisions of this chapter the attorney
22.29 general alleges have been or are being violated. If, after 30 days of issuance of the warning
22.30 letter, the attorney general believes the controller or processor has failed to cure any alleged
22.31 violation, the attorney general may bring an enforcement action under paragraph (b). This
22.32 paragraph expires January 31, 2026.

23.1 (b) The attorney general may bring a civil action against a controller or processor to
23.2 enforce a provision of this chapter in accordance with section 8.31. If the state prevails in
23.3 an action to enforce this chapter, the state may, in addition to penalties provided by paragraph
23.4 (c) or other remedies provided by law, be allowed an amount determined by the court to be
23.5 the reasonable value of all or part of the state's litigation expenses incurred.

23.6 (c) Any controller or processor that violates this chapter is subject to an injunction and
23.7 liable for a civil penalty of not more than \$7,500 for each violation.

23.8 **Sec. 12. [3250.11] PREEMPTION OF LOCAL LAW; SEVERABILITY.**

23.9 (a) This chapter supersedes and preempts laws, ordinances, regulations, or the equivalent
23.10 adopted by any local government regarding the processing of personal data by controllers
23.11 or processors.

23.12 (b) If any provision of this act or its application to any person or circumstance is held
23.13 invalid, the remainder of the act or the application of the provision to other persons or
23.14 circumstances is not affected.

23.15 **Sec. 13. EFFECTIVE DATE.**

23.16 This act is effective July 31, 2024, except that postsecondary institutions regulated by
23.17 the Office of Higher Education and nonprofit corporations governed by Minnesota Statutes,
23.18 chapter 317A, are not required to comply with this act until July 31, 2028.