

## Trading with the USA?

New website privacy policy requirements -

Update yours for a *fixed fee*

Businesses trading with the US must disclose any tracking, 'ad-tech' or online behavioural analysis technologies used, including cookies, web beacons and pixels. Detailed disclosures about personal data processed and consumer rights are also mandatory

Systems allowing consumers to opt-out of targeted advertising, profiling and sale or disclosure of their personal data must be implemented

20 US States have introduced these laws, and 14 more States are following. Each State grants different 'opt-out' rights and requires different disclosures and consent tracking systems

We offer Website Privacy Policy/Notice templates at fixed prices which enable you to comply with your disclosure obligations

**Ash Costello advises on US and UK data-privacy laws and can address any data-privacy query**

### *Required disclosures*

Cookies, web-beacons, pixels, tracking and online behavioural analysis technologies used

Details about the "**sale**" of "**personal information**" for "**targeted advertising**"

Details about the "**sale**" of "**sensitive data**"

Details about the "**sale**" of "**biometric data**"

Categories of "**personal information**"

Categories of "**third parties**"

Categories of "**information**" shared with "**third parties**"

Information on "**individual**" and "**consumer**' rights"

\*Terms have specific definitions, which differ per State and from the usual meaning

*States with effective data privacy laws:* California | Virginia | Colorado | Connecticut | Utah | Texas | Oregon | Florida | Montana | Delaware | Iowa | Nebraska | New Hampshire | New Jersey | Tennessee | Minnesota | Maryland | Indiana | Kentucky | Rhode Island

*States legislating data privacy laws:* Alabama | Arkansas | Georgia | Illinois | Maine | Massachusetts | New York | North Carolina | Ohio | Oklahoma | Pennsylvania | South Carolina | Vermont | West Virginia

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