

# State Privacy Laws

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States are actively passing laws and proposing regulations designed to provide privacy and data security protections for consumers.

- As the map above depicts, numerous states to date have adopted **comprehensive privacy laws** and more are likely to be adopted in the near term, increasing compliance challenges for businesses.
- In addition, states are also considering and adopting **more targeted privacy laws**, including laws governing consumer health data, children's data, biometric data, and entities acting as data brokers.

Businesses that fall under the scope of any of these laws will need to build a compliance strategy to ensure their privacy practices comply with the applicable laws.

## ***Comprehensive Privacy Law Timeline***

Several comprehensive privacy laws are already in effect, and several more will take effect soon:

## ***Wiley's Capabilities***

We help clients determine which state laws may apply and map out compliance strategies for privacy, data security, and data governance across organizations, including in dealing with service providers and other third parties.

We provide practical and solutions-based advice, integrated with our deep knowledge of these state laws and other privacy laws nationwide. We help companies comply with state laws currently in effect and prepare to transition compliance approaches for the additional state laws taking effect in the future. This includes managing risks related to privacy obligations and thinking strategically about company data governance, considering these multiple and ever-evolving legal landscapes.

We advise clients from startups to large corporations, and across sectors including technology, telecommunications, and media; insurance; financial services; health care; advertising and marketing; and many more. Depending on the client's needs, we advise on both full-scale compliance and targeted questions. Our capabilities include:

- Privacy policy and notice revisions

- Reviewing and negotiating vendor agreements
- Compliance training
- Managing consumer requests
- Managing approaches to employee and B2B data
- Strategic advice on data governance questions
- Developing and managing approaches to dealing with children's data
- Managing risks related to potential investigations and enforcement
- Developing advocacy strategies and approaches to upcoming rulemakings

Our team of attorneys brings depth and breadth of experience to dealing with this challenging, unclear, and constantly shifting law, drawing on multidisciplinary backgrounds.

Subscribe to our mailing list, as we often release new webinars, event information, and alerts regarding the latest developments and practical tips on how to navigate complex compliance obligations in this evolving legal landscape.