

BILL SUMMARY
2nd Session of the 58th Legislature

Bill No.:	HB 2969
Version:	Introduced
Request Number:	8448
Author:	Walke, West, J.
Date:	2/15/2022
Impact:	Please see previous summary of this measure

Research Analysis

HB 2969 creates the Oklahoma Computer Data Privacy Act.

The measure applies to businesses that:

1. Conduct business in Oklahoma; and
2. Collect consumer information, and
3. Meet one of the following criteria:
 - Have a gross revenue exceeding \$10 million
 - Alone or in conjunction with others, buys, sells, receives or shares personal data for commercial purposes the personal information of at least 25,000 consumers, households, or devices; or
 - Derives 50 percent or more of its annual revenue from selling consumers' personal information.

The measure provides exemptions, such as activity subject to the [Fair Credit Reporting Act](#), medical information governed by privacy health laws, de-identified information derived from a [HIPAA](#)-regulated entity, personal data used in accordance with the [Gramm-Leach-Bliley Act of 1999](#) or the [Driver's Privacy Protection Act of 1994](#), and businesses outside this state where every aspect of the collection or sale of personal data occurred outside of Oklahoma.

The act requires businesses to:

- Write privacy policies in plain language and include:
 - How the consumer may request their data be corrected or deleted;
 - What personal information is collected and reasons it is collected;
 - Whether the information is shared or sold and to what type of entities;
 - How long the data is retained.
- When requested by consumer, disclose personal data;
- When requested by consumer, disclose if the data is shared and the category of third parties with whom the business shares the personal information;
- Delete data if requested by the consumer. This also includes their data that was shared with third parties;
- Conspicuously inform consumers of their rights to opt out of personalized advertising;
- Provide at least two points of contact;
- Provide requests within 45 days with extensions, if needed; and
- Protect consumers' personal information from unauthorized use, disclosure, access, destruction, or modification.

The act prohibits businesses from:

- Sharing personal data to third parties unless it is necessary to provide a requested good or service or for security purposes or fraud detection; and

- Denying service or altering prices or services based on a consumer's rights granted in the measure.

The measure allows businesses to:

- Incentivize consumers sharing their data by providing discounts to consumers who voluntarily participate in a program that rewards consumers for repeated transactions;
- Limit records requests to twice per 12-month period for each consumer; and
- Charge a fee in the case of baseless or excessive verifiable consumer requests.

The measure directs the attorney general to enforce the act. Intentional violations may be liable for up to \$7,500 per violation and unintentional violations may be liable for up to \$2,500 per violation.

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Fiscal Analysis

The measure is currently under review and impact information will be completed.

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Other Considerations

None.