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December 17, 2024

Privacy Law Recap 2024: State Consumer Privacy Laws



U.S. privacy law continued to expand in 2024, both geographically and substantively. We now have 19 states with comprehensive consumer privacy laws (some of which are already in effect, while others become effective in 2025 and 2026). This recap focuses on the 10 state laws that were enacted or took effect this year, as well as the states that enacted meaningful updates.

Through this lens, we highlight the trends taking shape across the U.S. consumer privacy landscape and discuss important nuances among this year's 10 newly enacted or effective state laws. The emerging trends help establish a relative baseline for the contents of these laws and what we might expect from future legislation.

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