

State Law and effective date	Activity in the State	Annual Revenue ²		Volume of Processing (# residents in the state whose personal data the business controls or processes)		Sale of Data ³
California Jan. 1, 2020; Jan. 1, 2023 (as amended)	Does business in the state	> \$26.625 million	OR	≥ 100,000 consumers ⁴	OR	> 50% annual revenue from selling or sharing
Colorado July 1, 2023	Conduct business in the state or produce or deliver commercial products or services intentionally targeted to residents	—		≥ 100,000 consumers	OR	≥ 25,000 consumers + Any revenue or discount from sale
Connecticut July 1, 2023	Conduct business in the state or produce products or services targeted to residents	—		≥ 100,000 consumers (excluding processing solely for payment transactions)	OR	≥ 25,000 consumers + > 25% of gross revenue from sale
Delaware Jan. 1, 2025	Conduct business in the state or produce products or services targeted to residents	—		≥ 35,000 consumers (excluding processing solely for payment transactions)	OR	≥ 10,000 consumers + > 20% of gross revenue from sale
Florida ⁵ July 1, 2024	Conduct business in the state or produce a product or service used by residents	> \$1 billion		—		—
Indiana Jan. 1, 2026	Conduct business in the state or produce products or services targeted to residents	—		≥ 100,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale
Iowa Jan. 1, 2025	Conduct business in the state or produce products or services that target residents	—		≥ 100,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale
Kentucky Jan. 1, 2026	Conduct business in the state or produce products or services targeted to residents	—		≥ 100,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale
Maryland Oct. 1, 2025	Conduct business in the state or provide products or services targeted to residents	—		≥ 35,000 consumers (excluding processing solely for payment transactions)	OR	≥ 10,000 consumers + > 20% of gross revenue from sale
Minnesota July 31, 2025	Conduct business in the state or produce products or services targeted to residents	is not a small business as defined by the U.S. Small Business Administration	AND either	≥ 100,000 consumers (excluding processing solely for payment transactions)	OR	≥ 25,000 consumers + > 25% of gross revenue from sale
Montana Oct. 1, 2024	Conduct business in the state or produce products or services targeted to residents	—		≥ 50,000 consumers (excluding processing solely for payment transactions)	OR	≥ 25,000 consumers + > 25% of gross revenue from sale
Nebraska Jan. 1, 2025	Conduct business in the state or produce a product or service consumed by residents	is not a small business under the federal Small Business Act	AND either	Any consumers	OR	Any sale of personal data
New Hampshire Jan. 1, 2025	Conduct business in the state or produce products or services targeted to residents	—		≥ 35,000 consumers (excluding processing solely for payment transactions)	OR	≥ 10,000 consumers + > 25% of gross revenue from sale
New Jersey Jan. 15, 2025	Conduct business in the state or produce products or services targeted to residents	—		≥ 100,000 consumers (excluding processing solely for payment transactions)	OR	≥ 25,000 consumers + Any revenue or discount from sale
Oregon July 1, 2024	Conduct business in the state or provide products or services to residents	—		≥ 100,000 consumers (excluding processing solely for payment transactions)	OR	≥ 25,000 consumers + ≥ 25% of gross revenue from sale
Rhode Island Jan. 1, 2026	Conduct business in the state or produce products or services targeted to residents	—		≥ 35,000 consumers (excluding processing solely for payment transactions)	OR	≥ 10,000 consumers + > 20% of gross revenue from sale
Tennessee July 1, 2025	Conduct business in the state producing products or services that target residents	> \$25 million	AND either	≥ 175,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale
Texas July 1, 2024	Conduct business in the state or produce a product or service consumed by residents	is not a small business as defined by the U.S. Small Business Administration	AND either	Any consumers	OR	Any sale of personal data
Utah Dec. 31, 2023	Conduct business in the state or produce a product or service targeted to residents	≥ \$25 million	AND either	≥ 100,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale
Virginia Jan. 1, 2023	Conduct business in the state or produce products or services targeted to residents	—		≥ 100,000 consumers	OR	≥ 25,000 consumers + > 50% of gross revenue from sale

Footnotes

- See, e.g., requirements in Colorado (protections for biometric data and children added by amendment), Connecticut (protections for children and consumer health data added by amendment); Florida, Minnesota, Texas, and Nebraska (consent for sale of sensitive data); and Rhode Island (designation of controller, disclosure requirements).
- There is some variation across state laws, but this is often measured by annual revenue or gross revenue globally.
- A business engaged in a certain level of sales of personal data generally will be subject to the state law at a lower volume of processing. To meet this threshold in most states, the business must both (1) derive a certain percentage of revenue from selling personal data and (2) process the personal data of a specified number of residents.
- The California threshold applies if a business “buys, sells, or shares” the personal information of 100,000 or more consumers.
- Florida’s law mostly applies to companies that make in excess of \$1 billion in global gross annual revenue and satisfy one of the other thresholds targeted at specific activity/industries (online ad sales, smart speakers with virtual assistant, and app stores/digital distribution platforms).