

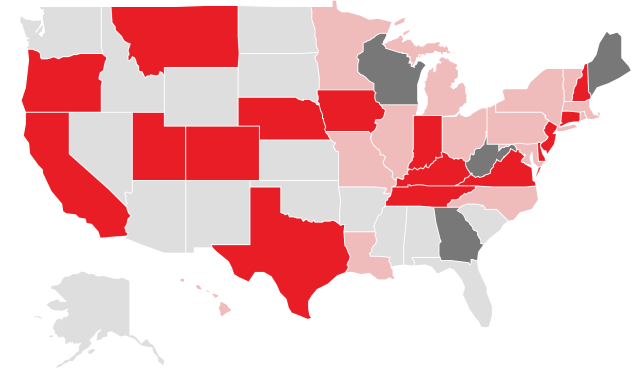
Nearly two thirds of US states have enacted or introduced privacy laws

Article



Nearly Two-Thirds of US States Have Enacted or Introduced Privacy Laws

status of privacy legislation, April 2024



■ Law enacted ■ Active bill ■ Inactive bill

Note: includes bills intended to be comprehensive approaches to governing the use of personal information; industry, information-specific, or narrowly scoped bills (e.g., data security bills) are not included

Source: International Association of Privacy Professionals (IAPP), April 22, 2024

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Key stat: 16 US states have enacted comprehensive consumer privacy laws as of April 2024, according to the International Association of Privacy Professionals.

Beyond the chart:

- Five of these state laws are currently in effect with more taking effect at later dates.
- A federal privacy measure, the American Privacy Rights Act, is under debate, but advertisers shouldn't wait around to take action on privacy as strict state laws already loom.
- The majority of US adults are concerned about the data privacy implications of AI, according to October 2023 data from Pew Research Center.

Use this chart:

- Understand which states limit how audiences can be marketed to.
- Prepare for future changes to data management.

More like this:

- Few consumers adopt cybersecurity tools, despite privacy concerns
- AI is top of mind for policymakers and privacy professionals
- AI will 'supercharge' creativity but exacerbate existing privacy concerns, says VML exec

- First-party behavioral data is a priority at all stages of the customer journey, not just discovery