

## **CONSUMER ONLINE PRIVACY RIGHTS ACT OF 2019**

Every day, personal data is passed from company-to-company, amassed into digital profiles, and then used without consumer knowledge, understanding, or consent. Without meaningful rights and protections, consumers will continue to be powerless and vulnerable to abuse. As our devices become smarter, and our digital profiles become more precise and powerful, these risks will grow.

**The Consumer Online Privacy Rights Act of 2019** (“COPRA”) provides the following long-needed data and privacy protections:

### **FOUNDATIONAL PRIVACY RIGHTS TO EMPOWER CONSUMERS**

Under the bill, harmful data practices impacting the privacy of consumers will, for the first time, be clearly prohibited by federal law. The bill also creates a broad array of privacy rights, including:

- The right to be free from deceptive and harmful data practices; financial, physical, and reputational injury; and acts that a reasonable person would find intrusive, among others.
- The right to access their data and greater transparency, which means consumers have detailed and clear information on how their data is used and shared.
- The right to control the movement of their data which gives consumers the ability to prevent data from being distributed to unknown third parties.
- The right to delete or correct their data.
- The right to take their data to a competing product or service.

### **IMPROVING DATA SECURITY, PROTECTING SENSITIVE PERSONAL DATA, & SUPPORTING CIVIL RIGHTS IN THE DIGITAL ECONOMY**

The bill also creates new data security protections, heightens safeguards for sensitive data, and prohibits unlawful discrimination based on personal data, among other safeguards. The bill:

- Creates a strong data security right that requires companies to regularly assess security vulnerabilities and take preventive and corrective actions to protect consumer data.
- Creates heightened privacy standards for collecting and sharing sensitive data such as biometric data and geolocation data.
- Helps safeguard civil rights by creating new enforcement powers for the Federal Trade Commission to take action against unlawful discrimination in the digital economy.
- Creates data minimization standards and new data quality control mechanisms.

### **REAL ENFORCEMENT & ACCOUNTABILITY MEASURES**

The bill creates new enforcement and accountability measures to protect all consumers. The bill:

- Empowers consumers with a strong private right of action. When consumers have the ability to advocate for themselves, they are better protected against abuse.
- Enhances Federal Trade Commission authority to enforce and update the law over time.
- Gives states the authority to fully enforce the federal law.
- Creates accountability requirements so that senior executives take responsibility for decisions that impact privacy, and risk penalties when they fall short.
- Protects whistleblowers from being punished for bringing privacy violations to light.