

AMENDMENT TO SUBTITLE O
OFFERED BY M__ . _____

After the subtitle heading, insert the following:

1 **PART 1—IN GENERAL**

Page 1, beginning on line 13, strike “a bureau” and all that follows through line 18, and insert the following: “the Bureau of Privacy established under section 31505.”.

Add at the end the following:

2 **PART 2—OTHER MATTERS**

3 **SEC. 31502. SHORT TITLE; TABLE OF CONTENTS.**

4 (a) SHORT TITLE.—This part may be cited as the
5 “Setting an American Framework to Ensure Data Access,
6 Transparency, and Accountability Act” or the “SAFE
7 DATA Act”.

8 (b) TABLE OF CONTENTS.—The table of contents for
9 this part is as follows:

PART 2—OTHER MATTERS

Sec. 31502. Short title; table of contents.
Sec. 31503. Definitions.
Sec. 31504. Effective date.
Sec. 31505. Bureau of Privacy

TITLE I—INDIVIDUAL CONSUMER DATA RIGHTS

Sec. 101. Consumer loyalty.
Sec. 102. Transparency.

- Sec. 103. Individual control.
- Sec. 104. Rights to consent.
- Sec. 105. Minimizing data collection, processing, and retention.
- Sec. 106. Service providers and third parties.
- Sec. 107. Privacy impact assessments.
- Sec. 108. Scope of coverage.

TITLE II—CORPORATE ACCOUNTABILITY

- Sec. 201. Designation of data privacy officer and data security officer.
- Sec. 202. Internal controls.
- Sec. 203. Whistleblower protections.

TITLE III—ENFORCEMENT AUTHORITY AND NEW PROGRAMS

- Sec. 301. Enforcement by the Federal Trade Commission.
- Sec. 302. Enforcement by State attorneys general.
- Sec. 303. Approved certification programs.
- Sec. 304. Relationship between Federal and State law.
- Sec. 305. Constitutional avoidance.
- Sec. 306. Severability.

1 **SEC. 31503. DEFINITIONS.**

2 In this part:

3 (1) **AFFIRMATIVE EXPRESS CONSENT.**—The
4 term “affirmative express consent” means, upon
5 being presented with a clear and conspicuous de-
6 scription of an act or practice for which consent is
7 sought, an affirmative act by the individual clearly
8 communicating the individual’s authorization for the
9 act or practice.

10 (2) **ALGORITHM.**—The term “algorithm” means
11 a computational process derived from machine learn-
12 ing, statistics, or other data processing or artificial
13 intelligence techniques, that processes covered data
14 for the purpose of making a decision or facilitating
15 human decision making.

1 (3) ALGORITHMIC RANKING SYSTEM.—The
2 term “algorithmic ranking system” means a com-
3 putational process, including one derived from algo-
4 rithmic decision making, machine learning, statisti-
5 cal analysis, or other data processing or artificial
6 intelligence techniques, used to determine the order
7 or manner that a set of information is provided to
8 a user on a covered internet platform, including the
9 ranking of search results, the provision of content
10 recommendations, the display of social media posts,
11 or any other method of automated content selection.

12 (4) BEHAVIORAL OR PSYCHOLOGICAL EXPERI-
13 MENTS OR RESEARCH.—The term “behavioral or
14 psychological experiments or research” means the
15 study, including through human experimentation, of
16 overt or observable actions and mental phenomena
17 inferred from behavior, including interactions be-
18 tween and among individuals and the activities of so-
19 cial groups.

20 (5) COLLECTION.—The term “collection”
21 means buying, renting, gathering, obtaining, receiv-
22 ing, or accessing any covered data of an individual
23 by any means.

24 (6) COMMISSION.—The term “Commission”
25 means the Federal Trade Commission.

1 (7) COMMON BRANDING.—The term “common
2 branding” means a shared name, servicemark, or
3 trademark.

4 (8) COMPULSIVE USAGE.—The term “compul-
5 sive usage” means any response stimulated by exter-
6 nal factors that causes an individual to engage in re-
7 petitive, purposeful, and intentional behavior causing
8 psychological distress, loss of control, anxiety, de-
9 pression, or harmful stress responses.

10 (9) CONNECTED DEVICE.—For purposes of
11 paragraphs (20) and (37), the term “connected de-
12 vice” means a physical object that—

13 (A) is capable of connecting to the inter-
14 net, either directly or indirectly through a net-
15 work, to communicate information at the direc-
16 tion of an individual; and

17 (B) has computer processing capabilities
18 for collecting, sending, receiving, or analyzing
19 data.

20 (10) COVERED DATA.—

21 (A) IN GENERAL.—The term “covered
22 data” means information that identifies or is
23 linked or reasonably linkable to an individual or
24 a device that is linked or reasonably linkable to
25 an individual.

1 (B) LINKED OR REASONABLY LINKABLE.—

2 For purposes of subparagraph (A), information
3 held by a covered entity is linked or reasonably
4 linkable to an individual or a device if, as a
5 practical matter, it can be used on its own or
6 in combination with other information held by,
7 or readily accessible to, the covered entity to
8 identify such individual or such device.

9 (C) EXCLUSIONS.—Such term does not in-
10 clude—

11 (i) aggregated data;

12 (ii) de-identified data;

13 (iii) employee data; or

14 (iv) publicly available information.

15 (D) AGGREGATED DATA.—For purposes of
16 subparagraph (C), the term “aggregated data”
17 means information that relates to a group or
18 category of individuals or devices that does not
19 identify and is not linked or reasonably linkable
20 to any individual.

21 (E) DE-IDENTIFIED DATA.—For purposes
22 of subparagraph (C), the term “de-identified
23 data” means information held by a covered en-
24 tity that—

1 (i) does not identify, and is not linked
2 or reasonably linkable to, an individual or
3 device;

4 (ii) does not contain any persistent
5 identifier or other information that could
6 readily be used to re-identify the individual
7 to whom, or the device to which, the identi-
8 fier or information pertains;

9 (iii) is subject to a public commitment
10 by the covered entity—

11 (I) to refrain from attempting to
12 use such information to identify any
13 individual or device; and

14 (II) to adopt technical and orga-
15 nizational measures to ensure that
16 such information is not linked to any
17 individual or device; and

18 (iv) is not disclosed by the covered en-
19 tity to any other party unless the disclo-
20 sure is subject to a contractually or other
21 legally binding requirement that—

22 (I) the recipient of the informa-
23 tion shall not use the information to
24 identify any individual or device; and

1 (II) all onward disclosures of the
2 information shall be subject to the re-
3 quirement described in subelause (I).

4 (F) EMPLOYEE DATA.—For purposes of
5 subparagraph (C), the term “employee data”
6 means—

7 (i) information relating to an indi-
8 vidual collected by a covered entity in the
9 course of the individual acting as a job ap-
10 plicant to, or employee (regardless of
11 whether such employee is paid or unpaid,
12 or employed on a temporary basis), owner,
13 director, officer, staff member, trainee,
14 vendor, visitor, volunteer, intern, or con-
15 tractor of, the entity, provided that such
16 information is collected, processed, or
17 transferred by the covered entity solely for
18 purposes related to the individual’s status
19 as a current or former job applicant to, or
20 an employee, owner, director, officer, staff
21 member, trainee, vendor, visitor, volunteer,
22 intern, or contractor of, that covered enti-
23 ty;

24 (ii) business contact information of an
25 individual, including the individual’s name,

1 position or title, business telephone num-
2 ber, business address, business email ad-
3 dress, qualifications, and other similar in-
4 formation, that is provided to a covered en-
5 tity by an individual who is acting in a
6 professional capacity, provided that such
7 information is collected, processed, or
8 transferred solely for purposes related to
9 such individual's professional activities;

10 (iii) emergency contact information
11 collected by a covered entity that relates to
12 an individual who is acting in a role de-
13 scribed in clause (i) with respect to the
14 covered entity, provided that such informa-
15 tion is collected, processed, or transferred
16 solely for the purpose of having an emer-
17 gency contact on file for the individual; or

18 (iv) information relating to an indi-
19 vidual (or a relative or beneficiary of such
20 individual) that is necessary for the cov-
21 ered entity to collect, process, or transfer
22 for the purpose of administering benefits
23 to which such individual (or relative or
24 beneficiary of such individual) is entitled
25 on the basis of the individual acting in a

1 role described in clause (i) with respect to
2 the entity, provided that such information
3 is collected, processed, or transferred solely
4 for the purpose of administering such ben-
5 efits.

6 (G) PUBLICLY AVAILABLE INFORMA-
7 TION.—

8 (i) IN GENERAL.—For the purposes of
9 subparagraph (C), the term “publicly
10 available information” means any informa-
11 tion that a covered entity has a reasonable
12 basis to believe—

13 (I) has been lawfully made avail-
14 able to the general public from Fed-
15 eral, State, or local government
16 records;

17 (II) is widely available to the
18 general public, including information
19 from—

20 (aa) a telephone book or on-
21 line directory;

22 (bb) television, internet, or
23 radio content or programming; or

24 (cc) the news media or a
25 website that is lawfully available

1 to the general public on an unre-
2 stricted basis (for purposes of
3 this subclause a website is not re-
4 stricted solely because there is a
5 fee or log-in requirement associ-
6 ated with accessing the website);
7 or

8 (III) is a disclosure to the gen-
9 eral public that is required to be made
10 by Federal, State, or local law.

11 (ii) EXCLUSIONS.—Such term does
12 not include an obscene visual depiction (as
13 defined for purposes of section 1460 of
14 title 18, United States Code).

15 (11) COVERED ENTITY.—The term “covered
16 entity” means any person that—

17 (A) is subject to the Federal Trade Com-
18 mission Act (15 U.S.C. 41 et seq.) or is—

19 (i) a common carrier described in sec-
20 tion 5(a)(2) of such Act (15 U.S.C.
21 45(a)(2)); or

22 (ii) an organization not organized to
23 carry on business for their own profit or
24 that of their members;

1 (B) collects, processes, or transfers covered
2 data; and

3 (C) determines the purposes and means of
4 such collection, processing, or transfer.

5 (12) COVERED INTERNET PLATFORM.—

6 (A) IN GENERAL.—The term “covered
7 internet platform” means any public-facing
8 website, internet application, or mobile applica-
9 tion, including a social network site, video shar-
10 ing service, search engine, or content aggrega-
11 tion service.

12 (B) EXCLUSIONS.—Such term shall not in-
13 clude a platform that—

14 (i) is wholly owned, controlled, and
15 operated by a person that—

16 (I) for the most recent 6-month
17 period, did not employ more than 500
18 employees;

19 (II) for the most recent 3-year
20 period, averaged less than
21 \$50,000,000 in annual gross receipts;
22 and

23 (III) collects or processes on an
24 annual basis the personal data of less
25 than 1,000,000 individuals; or

1 (ii) is operated for the sole purpose of
2 conducting research that is not made for
3 profit either directly or indirectly.

4 (13) DATA BROKER.—

5 (A) IN GENERAL.—The term “data
6 broker” means a covered entity whose principal
7 source of revenue is derived from processing or
8 transferring the covered data of individuals with
9 whom the entity does not have a direct relation-
10 ship on behalf of third parties for such third
11 parties’ use.

12 (B) EXCLUSION.—Such term does not in-
13 clude a service provider.

14 (14) DELETE.—The term “delete” means to re-
15 move or destroy information such that it is not
16 maintained in human or machine readable form and
17 cannot be retrieved or utilized in such form in the
18 normal course of business.

19 (15) EXECUTIVE AGENCY.—The term “Execu-
20 tive agency” has the meaning set forth in section
21 105 of title 5, United States Code.

22 (16) INDEPENDENT REVIEW BOARD.—The term
23 “independent review board” means a board, com-
24 mittee, or other group formally designated by a large
25 online operator to review, to approve the initiation

1 of, and to conduct periodic review of, any research
2 by, or at the direction or discretion of a large online
3 operator, involving human subjects.

4 (17) INDIVIDUAL.—The term “individual”
5 means a natural person residing in the United
6 States.

7 (18) INFERRED DATA.—The term “inferred
8 data” means information that is created by a cov-
9 ered entity through the derivation of information,
10 data, assumptions, or conclusions from facts, evi-
11 dence, or another source of information or data.

12 (19) LARGE DATA HOLDER.—The term “large
13 data holder” means a covered entity that in the
14 most recent calendar year—

15 (A) processed or transferred the covered
16 data of more than 8,000,000 individuals; or

17 (B) processed or transferred the sensitive
18 covered data of more than 300,000 individuals
19 or devices that are linked or reasonably linkable
20 to an individual (excluding any instance where
21 the covered entity processes the log-in informa-
22 tion of an individual or device to allow the indi-
23 vidual or device to log in to an account adminis-
24 tered by the covered entity).

1 (20) MATERIAL.—The term “material” means,
2 with respect to an act, practice, or representation of
3 a covered entity (including a representation made by
4 the covered entity in a privacy policy or similar dis-
5 closure to individuals), that such act, practice, or
6 representation is likely to affect an individual’s deci-
7 sion or conduct regarding a product or service.

8 (21) OPAQUE ALGORITHM.—

9 (A) IN GENERAL.—The term “opaque al-
10 gorithm” means an algorithmic ranking system
11 that determines the order or manner that infor-
12 mation is furnished to a user on a covered
13 internet platform based, in whole or part, on
14 user-specific data that was not expressly pro-
15 vided by the user to the platform for such pur-
16 pose.

17 (B) EXCEPTION FOR AGE-APPROPRIATE
18 CONTENT FILTERS.—Such term shall not in-
19 clude an algorithmic ranking system used by a
20 covered internet platform if—

21 (i) the only user-specific data (includ-
22 ing inferences about the user) that the sys-
23 tem uses is information relating to the age
24 of the user; and

1 (ii) such information is only used to
2 restrict a user's access to content on the
3 basis that the individual is not old enough
4 to access such content.

5 (22) PROCESS.—The term “process” means
6 any operation or set of operations performed on cov-
7 ered data including analysis, organization, struc-
8 turing, retaining, using, or otherwise handling cov-
9 ered data.

10 (23) PROCESSING PURPOSE.—The term “proc-
11 essing purpose” means a reason for which a covered
12 entity processes covered data.

13 (24) RESEARCH.—The term “research” means
14 the scientific analysis of information, including cov-
15 ered data, by a covered entity or those with whom
16 the covered entity is cooperating or others acting at
17 the direction or on behalf of the covered entity, that
18 is conducted for the primary purpose of advancing
19 scientific knowledge and may be for the commercial
20 benefit of the covered entity.

21 (25) SEARCH SYNDICATION CONTRACT; UP-
22 STREAM PROVIDER; DOWNSTREAM PROVIDER.—

23 (A) SEARCH SYNDICATION CONTRACT.—
24 The term “search syndication contract” means
25 a contract or subcontract for the sale, license,

1 or other right to access an index of web pages
2 on the internet for the purpose of operating an
3 internet search engine.

4 (B) UPSTREAM PROVIDER.—The term
5 “upstream provider” means, with respect to a
6 search syndication contract, the person that
7 grants access to an index of web pages on the
8 internet to a downstream provider under the
9 contract.

10 (C) DOWNSTREAM PROVIDER.—The term
11 “downstream provider” means, with respect to
12 a search syndication contract, the person that
13 receives access to an index of web pages on the
14 internet from an upstream provider under such
15 contract.

16 (26) SENSITIVE COVERED DATA.—

17 (A) IN GENERAL.—The term “sensitive
18 covered data” means any of the following forms
19 of covered data of an individual:

20 (i) A unique, government-issued iden-
21 tifier, such as a Social Security number,
22 passport number, or driver’s license num-
23 ber, that is not required to be displayed to
24 the public.

1 (ii) Any covered data that describes or
2 reveals the diagnosis or treatment of the
3 past, present, or future physical health,
4 mental health, or disability of an indi-
5 vidual.

6 (iii) A financial account number, debit
7 card number, credit card number, or any
8 required security or access code, password,
9 or credentials allowing access to any such
10 account.

11 (iv) Covered data that is biometric in-
12 formation.

13 (v) A persistent identifier.

14 (vi) Precise geolocation information.

15 (vii) The contents of an individual's
16 private communications, such as emails,
17 texts, direct messages, or mail, or the iden-
18 tity of the parties subject to such commu-
19 nications, unless the covered entity is the
20 intended recipient of the communication.

21 (viii) Account log-in credentials such
22 as a user name or email address, in com-
23 bination with a password or security ques-
24 tion and answer that would permit access
25 to an online account.

1 (ix) Covered data revealing an individ-
2 ual's racial or ethnic origin, or religion in
3 a manner inconsistent with the individual's
4 reasonable expectation regarding the proc-
5 essing or transfer of such information.

6 (x) Covered data revealing the sexual
7 orientation or sexual behavior of an indi-
8 vidual in a manner inconsistent with the
9 individual's reasonable expectation regard-
10 ing the processing or transfer of such in-
11 formation.

12 (xi) Covered data about the online ac-
13 tivities of an individual that addresses or
14 reveals a category of covered data de-
15 scribed in another subparagraph of this
16 paragraph.

17 (xii) Covered data that is calendar in-
18 formation, address book information,
19 phone or text logs, photos, or videos main-
20 tained for private use on an individual's
21 device.

22 (xiii) Any covered data collected or
23 processed by a covered entity for the pur-
24 pose of identifying covered data described
25 in another clause of this paragraph.

1 (xiv) Any other category of covered
2 data designated by the Commission pursu-
3 ant to a rulemaking under section 553 of
4 title 5, United States Code.

5 (B) BIOMETRIC INFORMATION.—For pur-
6 poses of subparagraph (A), the term “biometric
7 information”—

8 (i) means the physiological or biologi-
9 cal characteristics of an individual, includ-
10 ing deoxyribonucleic acid, that are used,
11 singly or in combination with each other or
12 with other identifying data, to establish the
13 identity of an individual; and

14 (ii) includes—

15 (I) imagery of the iris, retina,
16 fingerprint, face, hand, palm, vein
17 patterns, and voice recordings, from
18 which an identifier template, such as
19 a faceprint, a minutiae template, or a
20 voiceprint, can be extracted; and

21 (II) keystroke patterns or
22 rhythms, gait patterns or rhythms,
23 and sleep, health, or exercise data
24 that contain identifying information.

1 (C) PERSISTENT IDENTIFIER.—For pur-
2 poses of subparagraph (A), the term “persistent
3 identifier” means a technologically derived iden-
4 tifier that identifies an individual, or is linked
5 or reasonably linkable to an individual over
6 time and across services and platforms, which
7 may include a customer number held in a cook-
8 ie, a static Internet Protocol address, a proc-
9 essor or device serial number, or another unique
10 device identifier.

11 (D) PRECISE GEOLOCATION INFORMA-
12 TION.—For purposes of subparagraph (A), the
13 term “precise geolocation information” means
14 technologically derived information capable of
15 determining the past or present actual physical
16 location of an individual or an individual’s de-
17 vice at a specific point in time to within 1,750
18 feet.

19 (27) SERVICE PROVIDER.—The term “service
20 provider” means, with respect to a set of covered
21 data, a covered entity that processes or transfers
22 such covered data for the purpose of performing one
23 or more services or functions on behalf of, and at
24 the direction of, another covered entity that—

1 (A) is not related to the covered entity pro-
2 viding the service or function by common own-
3 ership or corporate control; and

4 (B) does not share common branding with
5 the covered entity providing the service or func-
6 tion.

7 (28) SERVICE PROVIDER DATA.—The term
8 “service provider data” means, with respect to a set
9 of covered data and a service provider, covered data
10 that is collected by the service provider on behalf of
11 a covered entity or transferred to the service pro-
12 vider by a covered entity for the purpose of allowing
13 the service provider to perform a service or function
14 on behalf of, and at the direction of, such covered
15 entity.

16 (29) THIRD PARTY.—The term “third party”
17 means, with respect to a set of covered data, a cov-
18 ered entity—

19 (A) that is not a service provider with re-
20 spect to such covered data; and

21 (B) that received such covered data from
22 another covered entity—

23 (i) that is not related to the covered
24 entity by common ownership or corporate
25 control; and

1 (ii) that does not share common
2 branding with the covered entity.

3 (30) **THIRD PARTY DATA.**—The term “third
4 party data” means, with respect to a third party,
5 covered data that has been transferred to the third
6 party by a covered entity.

7 (31) **TRANSFER.**—The term “transfer” means
8 to disclose, release, share, disseminate, make avail-
9 able, or license in writing, electronically, or by any
10 other means for consideration of any kind or for a
11 commercial purpose.

12 **SEC. 31504. EFFECTIVE DATE.**

13 Except as otherwise provided in this part, this part
14 shall take effect 18 months after the date of enactment
15 of this Act.

16 **SEC. 31505. BUREAU OF PRIVACY.**

17 (a) **ESTABLISHMENT.**—The Chairman of the Com-
18 mission shall establish a new administrative unit in the
19 Commission to be known as the Bureau of Privacy, which
20 shall—

21 (1) administer and enforce this part and other
22 consumer privacy or data security laws or regula-
23 tions within the Commission’s jurisdiction;

24 (2) educate consumers regarding their rights
25 under this Act;

1 (3) provide guidance to covered entities regard-
2 ing their obligations under this Act; and

3 (4) provide support and assistance to small
4 businesses seeking to comply with this Act.

5 (b) APPOINTMENTS.—

6 (1) DIRECTOR.—The Chairman of the Commis-
7 sion shall appoint a Director of the Bureau of Pri-
8 vacy.

9 (2) PERSONNEL.—

10 (A) IN GENERAL.—The Director of the
11 Bureau of Privacy may, without regard to the
12 civil service laws (including regulations), ap-
13 point not less than 250 certified professionals
14 for the purposes of implementing subsection
15 (a).

16 (B) APPOINTMENT OF TECHNOLOGISTS.—
17 In appointing certified professionals under sub-
18 paragraph (A), the Director of the Bureau of
19 Privacy shall appoint at least 25 certified tech-
20 nologists.

21 (C) TECHNOLOGISTS DEFINED.—The term
22 “technologists” means individuals, other than
23 attorneys, with training and expertise regarding
24 the state of the art in information technology,
25 information security, network security, software

1 development, computer science, and other re-
2 lated fields and applications.

3 (c) OFFICE OF BUSINESS MENTORSHIP.—

4 (1) IN GENERAL.—

5 (A) The Director of the Bureau of Privacy
6 shall establish within the Bureau an Office of
7 Business Mentorship to provide guidance and
8 consultation to covered entities regarding com-
9 pliance with this Act.

10 (B) Covered entities may petition the Com-
11 mission through this office for tailored guidance
12 as to how to comply with the requirements of
13 this Act.

14 (2) PERSONNEL.—The Director of the Bureau
15 of Privacy shall assign not less than 25 employees
16 of the Bureau of Privacy to staff the Office of Busi-
17 ness Mentorship, of which 15 must be certified pro-
18 fessionals.

19 (3) SMALL BUSINESS SUPPORT.—The Director
20 of the Bureau of Privacy shall assign not less than
21 5 employees of Office of Business Education to pro-
22 vide additional support to covered entities with fewer
23 than 50 employees.

1 (d) RULE OF CONSTRUCTION.—No provision of this
2 section shall be construed to limit the authority of the
3 Commission under any other provision of law.

4 **TITLE I—INDIVIDUAL**
5 **CONSUMER DATA RIGHTS**

6 **SEC. 101. CONSUMER LOYALTY.**

7 (a) PROHIBITION ON THE DENIAL OF PRODUCTS OR
8 SERVICES.—

9 (1) IN GENERAL.—Subject to paragraph (2), a
10 covered entity shall not deny products or services to
11 an individual because the individual exercises a right
12 established under subparagraph (A), (B), or (D) of
13 section 103(a)(1).

14 (2) RULES OF APPLICATION.—A covered enti-
15 ty—

16 (A) shall not be in violation of paragraph
17 (1) with respect to a product or service and an
18 individual if the exercise of a right described in
19 such paragraph by the individual precludes the
20 covered entity from providing such product or
21 service to such individual; and

22 (B) may offer different types of pricing
23 and functionalities with respect to a product or
24 service based on an individual's exercise of a
25 right described in such paragraph.

1 (b) NO WAIVER OF INDIVIDUAL CONTROLS.—The
2 rights and obligations created under section 103 may not
3 be waived in an agreement between a covered entity and
4 an individual.

5 **SEC. 102. TRANSPARENCY.**

6 (a) IN GENERAL.—A covered entity that processes
7 covered data shall, with respect to such data, publish a
8 privacy policy that is—

9 (1) disclosed, in a clear and conspicuous man-
10 ner, to an individual prior to or at the point of the
11 collection of covered data from the individual; and

12 (2) made available, in a clear and conspicuous
13 manner, to the public.

14 (b) CONTENT OF PRIVACY POLICY.—The privacy pol-
15 icy required under subsection (a) shall include the fol-
16 lowing:

17 (1) The identity and the contact information of
18 the covered entity (including the covered entity's
19 points of contact for privacy and data security in-
20 quiries) and the identity of any affiliate to which
21 covered data may be transferred by the covered enti-
22 ty.

23 (2) The categories of covered data the covered
24 entity collects.

1 (3) The processing purposes for each category
2 of covered data the covered entity collects.

3 (4) Whether the covered entity transfers cov-
4 ered data, the categories of recipients to whom the
5 covered entity transfers covered data, and the pur-
6 poses of the transfers.

7 (5) A general description of the covered entity's
8 data retention practices for covered data and the
9 purposes for such retention.

10 (6) How individuals can exercise their rights
11 under section 103.

12 (7) A general description of the covered entity's
13 data security practices.

14 (8) The effective date of the privacy policy.

15 (c) LANGUAGES.—A privacy policy required under
16 subsection (a) shall be made available in all of the lan-
17 guages in which the covered entity provides a product or
18 service that is subject to the policy, or carries out activities
19 related to such product or service.

20 (d) MATERIAL CHANGES.—If a covered entity makes
21 a material change to its privacy policy, it shall notify the
22 individuals affected before further processing or transfer-
23 ring of previously collected covered data and provide an
24 opportunity to withdraw consent to further processing or
25 transferring of the covered data under the changed policy.

1 The covered entity shall provide direct notification, where
2 possible, regarding a material change to the privacy policy
3 to affected individuals, taking into account available tech-
4 nology and the nature of the relationship.

5 (e) APPLICATION TO INDIRECT TRANSFERS.—Where
6 the ownership of an individual’s device is transferred di-
7 rectly from one individual to another individual, a covered
8 entity may satisfy its obligation to disclose a privacy policy
9 prior to or at the point of collection of covered data by
10 making the privacy policy available under subsection
11 (a)(2).

12 **SEC. 103. INDIVIDUAL CONTROL.**

13 (a) ACCESS TO, AND CORRECTION, DELETION, AND
14 PORTABILITY OF, COVERED DATA.—

15 (1) IN GENERAL.—Subject to paragraphs (2)
16 and (3), a covered entity shall provide an individual,
17 immediately or as quickly as possible and in no case
18 later than 90 days after receiving a verified request
19 from the individual, with the right to reasonably—

20 (A) access—

21 (i) the covered data of the individual,
22 or an accurate representation of the cov-
23 ered data of the individual, that is or has
24 been processed by the covered entity or any
25 service provider of the covered entity;

1 (ii) if applicable, a list of categories of
2 third parties and service providers to whom
3 the covered entity has transferred the cov-
4 ered data of the individual; and

5 (iii) if a covered entity transfers cov-
6 ered data, a description of the purpose for
7 which the covered entity transferred the
8 covered data of the individual to a service
9 provider or third party;

10 (B) request that the covered entity—

11 (i) correct material inaccuracies or
12 materially incomplete information with re-
13 spect to the covered data of the individual
14 that is maintained by the covered entity;
15 and

16 (ii) notify any service provider or
17 third party to which the covered entity
18 transferred such covered data of the cor-
19 rected information;

20 (C) request that the covered entity—

21 (i) either delete or de-identify covered
22 data of the individual that is or has been
23 maintained by the covered entity; and

24 (ii) notify any service provider or
25 third party to which the covered entity

1 transferred such covered data of the indi-
2 vidual's request, unless the transfer of
3 such data to the third party was made at
4 the direction of the individual; and

5 (D) to the extent that is technically fea-
6 sible, provide covered data of the individual that
7 is or has been generated and submitted to the
8 covered entity by the individual and maintained
9 by the covered entity in a portable, structured,
10 and machine-readable format that is not subject
11 to licensing restrictions.

12 (2) FREQUENCY AND COST OF ACCESS.—A cov-
13 ered entity shall—

14 (A) provide an individual with the oppor-
15 tunity to exercise the rights described in para-
16 graph (1) not less than twice in any 12-month
17 period; and

18 (B) with respect to the first 2 times that
19 an individual exercises the rights described in
20 paragraph (1) in any 12-month period, allow
21 the individual to exercise such rights free of
22 charge.

23 (3) EXCEPTIONS.—A covered entity—

24 (A) shall not comply with a request to ex-
25 ercise the rights described in paragraph (1) if

1 the covered entity cannot verify that the indi-
2 vidual making the request is the individual to
3 whom the covered data that is the subject of
4 the request relates;

5 (B) may decline to comply with a request
6 that would—

7 (i) require the covered entity to retain
8 any covered data for the sole purpose of
9 fulfilling the request;

10 (ii) be impossible or demonstrably im-
11 practicable to comply with; or

12 (iii) require the covered entity to com-
13 bine, relink, or otherwise re-identify cov-
14 ered data that has been de-identified;

15 (iv) result in the release of trade se-
16 crets, or other proprietary or confidential
17 data or business practices;

18 (v) interfere with law enforcement, ju-
19 dicial proceedings, investigations, or rea-
20 sonable efforts to guard against, detect, or
21 investigate malicious or unlawful activity,
22 or enforce contracts;

23 (vi) require disproportionate effort,
24 taking into consideration available tech-

1 nology, or would not be reasonably feasible
2 on technical grounds;

3 (vii) compromise the privacy, security,
4 or other rights of the covered data of an-
5 other individual;

6 (viii) be excessive or abusive to an-
7 other individual; or

8 (ix) violate Federal or State law or
9 the rights and freedoms of another indi-
10 vidual, including under the Constitution of
11 the United States; and

12 (C) may delete covered data instead of pro-
13 viding access and correction rights under sub-
14 paragraphs (A) and (B) of paragraph (1) if
15 such covered data—

16 (i) is not sensitive covered data; and

17 (ii) is used only for the purposes of
18 contacting individuals with respect to mar-
19 keting communications.

20 (b) REGULATIONS.—Not later than 1 year after the
21 date of enactment of this Act, the Commission shall pro-
22 mulgate regulations under section 553 of title 5, United
23 States Code, establishing requirements for covered entities
24 with respect to the verification of requests to exercise
25 rights described in subsection (a)(1).

1 **SEC. 104. RIGHTS TO CONSENT.**

2 (a) CONSENT.—Except as provided in section 108, a
3 covered entity shall not, without the prior, affirmative ex-
4 press consent of an individual—

5 (1) transfer sensitive covered data of the indi-
6 vidual to a third party; or

7 (2) process sensitive covered data of the indi-
8 vidual.

9 (b) REQUIREMENTS FOR AFFIRMATIVE EXPRESS
10 CONSENT.—In obtaining the affirmative express consent
11 of an individual to process the sensitive covered data of
12 the individual as required under subsection (a)(2), a cov-
13 ered entity shall provide the individual with notice that
14 shall—

15 (1) include a clear description of the processing
16 purpose for which the sensitive covered data will be
17 processed;

18 (2) clearly identify any processing purpose that
19 is necessary to fulfill a request made by the indi-
20 vidual;

21 (3) include a prominent heading that would en-
22 able a reasonable individual to easily identify the
23 processing purpose for which consent is sought; and

24 (4) clearly explain the individual's right to pro-
25 vide or withhold consent.

1 (c) REQUIREMENTS RELATED TO MINORS.—A cov-
2 ered entity shall not transfer the covered data of an indi-
3 vidual to a third party without affirmative express consent
4 from the individual or the individual’s parent or guardian
5 if the covered entity has actual knowledge that the indi-
6 vidual is between 13 and 16 years of age.

7 (d) RIGHT TO OPT OUT.—Except as provided in sec-
8 tion 108, a covered entity shall provide an individual with
9 the ability to opt out of the collection, processing, or trans-
10 fer of such individual’s covered data before such collection,
11 processing, or transfer occurs.

12 (e) PROHIBITION ON INFERRED CONSENT.—A cov-
13 ered entity shall not infer that an individual has provided
14 affirmative express consent to a processing purpose from
15 the inaction of the individual or the individual’s continued
16 use of a service or product provided by the covered entity.

17 (f) WITHDRAWAL OF CONSENT.—A covered entity
18 shall provide an individual with a clear and conspicuous
19 means to withdraw affirmative express consent.

20 (g) RULEMAKING.—The Commission may promul-
21 gate regulations under section 553 of title 5, United
22 States Code, to establish requirements for covered entities
23 regarding clear and conspicuous procedures for allowing
24 individuals to provide or withdraw affirmative express con-
25 sent for the collection of sensitive covered data.

1 **SEC. 105. MINIMIZING DATA COLLECTION, PROCESSING,**
2 **AND RETENTION.**

3 (a) IN GENERAL.—A covered entity shall not collect,
4 process, or transfer covered data beyond—

5 (1) what is reasonably necessary, proportionate,
6 and limited to provide or improve a product, service,
7 or a communication about a product or service, in-
8 cluding what is reasonably necessary, proportionate,
9 and limited to provide a product or service specifi-
10 cally requested by an individual or reasonably antici-
11 pated within the context of the covered entity’s on-
12 going relationship with an individual;

13 (2) what is reasonably necessary, proportionate,
14 or limited to otherwise process or transfer covered
15 data in a manner that is described in the privacy
16 policy that the covered entity is required to publish
17 under section 102(a); or

18 (3) what is expressly permitted by this part or
19 any other applicable Federal law.

20 (b) BEST PRACTICES.—Not later than 1 year after
21 the date of enactment of this Act, the Commission shall
22 issue guidelines recommending best practices for covered
23 entities to minimize the collection, processing, and trans-
24 fer of covered data in accordance with this section.

25 (c) RULE OF CONSTRUCTION.—Notwithstanding sec-
26 tion 305 of this part, nothing in this section supersedes

1 any other provision of this part or other applicable Federal
2 law.

3 **SEC. 106. SERVICE PROVIDERS AND THIRD PARTIES.**

4 (a) SERVICE PROVIDERS.—A service provider—

5 (1) shall not process service provider data for
6 any processing purpose that is not performed on be-
7 half of, and at the direction of, the covered entity
8 that transferred the data to the service provider;

9 (2) shall not transfer service provider data to a
10 third party for any purpose other than a purpose
11 performed on behalf of, or at the direction of, the
12 covered entity that transferred the data to the serv-
13 ice provider without the affirmative express consent
14 of the individual to whom the service provider data
15 relates;

16 (3) at the direction of the covered entity that
17 transferred service provider data to the service pro-
18 vider, shall delete or de-identify such data—

19 (A) as soon as practicable after the service
20 provider has completed providing the service or
21 function for which the data was transferred to
22 the service provider; or

23 (B) as soon as practicable after the end of
24 the period during which the service provider is
25 to provide services with respect to such data, as

1 agreed to by the service provider and the cov-
2 ered entity that transferred the data;

3 (4) is exempt from the requirements of section
4 103 with respect to service provider data, but shall,
5 to the extent practicable—

6 (A) assist the covered entity from which it
7 received the service provider data in fulfilling
8 requests to exercise rights under section 103(a);
9 and

10 (B) upon receiving notice from a covered
11 entity of a verified request made under section
12 103(a)(1) to delete, de-identify, or correct serv-
13 ice provider data held by the service provider,
14 delete, de-identify, or correct such data; and

15 (5) is exempt from the requirements of sections
16 104 and 105.

17 (b) THIRD PARTIES.—A third party—

18 (1) shall not process third party data for a
19 processing purpose inconsistent with the reasonable
20 expectation of the individual to whom such data re-
21 lates;

22 (2) for purposes of paragraph (1), may reason-
23 ably rely on representations made by the covered en-
24 tity that transferred third party data regarding the
25 reasonable expectations of individuals to whom such

1 data relates, provided that the third party conducts
2 reasonable due diligence on the representations of
3 the covered entity and finds those representations to
4 be credible; and

5 (3) is exempt from the requirements of sections
6 104 and 105.

7 (c) BANKRUPTCY.—In the event that a covered entity
8 enters into a bankruptcy proceeding which would lead to
9 the disclosure of covered data to a third party, the covered
10 entity shall in a reasonable time prior to the disclosure—

11 (1) provide notice of the proposed disclosure of
12 covered data, including the name of the third party
13 and their policies and practices with respect to the
14 covered data, to all affected individuals; and

15 (2) provide each affected individual with the op-
16 portunity to withdraw any previous affirmative ex-
17 press consent related to the covered data of the indi-
18 vidual or request the deletion or de-identification of
19 the covered data of the individual.

20 (d) ADDITIONAL OBLIGATIONS ON COVERED ENTI-
21 TIES.—

22 (1) IN GENERAL.—A covered entity shall exer-
23 cise reasonable due diligence to ensure compliance
24 with this section before—

25 (A) selecting a service provider; or

1 (B) deciding to transfer covered data to a
2 third party.

3 (2) GUIDANCE.—Not later than 2 years after
4 the effective date of this part, the Commission shall
5 publish guidance regarding compliance with this sub-
6 section. Such guidance shall, to the extent prac-
7 ticable, minimize unreasonable burdens on small-
8 and medium-sized covered entities.

9 **SEC. 107. PRIVACY IMPACT ASSESSMENTS.**

10 (a) PRIVACY IMPACT ASSESSMENTS OF NEW OR MA-
11 TERIAL CHANGES TO PROCESSING OF COVERED DATA.—

12 (1) IN GENERAL.—Not later than 1 year after
13 the date of enactment of this Act (or, if later, not
14 later than 1 year after a covered entity first meets
15 the definition of a large data holder (as defined in
16 section 2)), each covered entity that is a large data
17 holder shall conduct a privacy impact assessment of
18 each of their processing activities involving covered
19 data that present a heightened risk of harm to indi-
20 viduals, and each such assessment shall weigh the
21 benefits of the covered entity's covered data collec-
22 tion, processing, and transfer practices against the
23 potential adverse consequences to individual privacy
24 of such practices.

1 (2) ASSESSMENT REQUIREMENTS.—A privacy
2 impact assessment required under paragraph (1)—

3 (A) shall be reasonable and appropriate in
4 scope given—

5 (i) the nature of the covered data col-
6 lected, processed, or transferred by the
7 covered entity;

8 (ii) the volume of the covered data
9 collected, processed, or transferred by the
10 covered entity;

11 (iii) the size of the covered entity; and

12 (iv) the potential risks posed to the
13 privacy of individuals by the collection,
14 processing, or transfer of covered data by
15 the covered entity;

16 (B) shall be documented in written form
17 and maintained by the covered entity unless
18 rendered out of date by a subsequent assess-
19 ment conducted under subsection (b); and

20 (C) shall be approved by the data privacy
21 officer of the covered entity.

22 (b) ONGOING PRIVACY IMPACT ASSESSMENTS.—

23 (1) IN GENERAL.—A covered entity that is a
24 large data holder shall, not less frequently than once
25 every 2 years after the covered entity conducted the

1 privacy impact assessment required under subsection
2 (a), conduct a privacy impact assessment of the col-
3 lection, processing, and transfer of covered data by
4 the covered entity to assess the extent to which—

5 (A) the ongoing practices of the covered
6 entity are consistent with the covered entity's
7 published privacy policies and other representa-
8 tions that the covered entity makes to individ-
9 uals;

10 (B) any customizable privacy settings in-
11 cluded in a service or product offered by the
12 covered entity are adequately accessible to indi-
13 viduals who use the service or product and are
14 effective in meeting the privacy preferences of
15 such individuals;

16 (C) the practices and privacy settings de-
17 scribed in subparagraphs (A) and (B), respec-
18 tively—

19 (i) meet the expectations of a reason-
20 able individual; and

21 (ii) provide an individual with ade-
22 quate control over the individual's covered
23 data;

24 (D) the covered entity could enhance the
25 privacy and security of covered data through

1 technical or operational safeguards such as
2 encryption, de-identification, and other privacy-
3 enhancing technologies; and

4 (E) the processing of covered data is com-
5 patible with the stated purposes for which it
6 was collected.

7 (2) APPROVAL BY DATA PRIVACY OFFICER.—

8 The data privacy officer of a covered entity shall ap-
9 prove the findings of an assessment conducted by
10 the covered entity under this subsection.

11 **SEC. 108. SCOPE OF COVERAGE.**

12 (a) GENERAL EXCEPTIONS.—Notwithstanding any
13 provision of this title other than subsections (a) through
14 (c) of section 102, a covered entity may collect, process
15 or transfer covered data for any of the following purposes,
16 provided that the collection, processing, or transfer is rea-
17 sonably necessary, proportionate, and limited to such pur-
18 pose:

19 (1) To initiate or complete a transaction or to
20 fulfill an order or provide a service specifically re-
21 quested by an individual, including associated rou-
22 tine administrative activities such as billing, ship-
23 ping, financial reporting, and accounting.

1 (2) To perform internal system maintenance,
2 diagnostics, product or service management, inven-
3 tory management, and network management.

4 (3) To prevent, detect, or respond to a security
5 incident or trespassing, provide a secure environ-
6 ment, or maintain the safety and security of a prod-
7 uct, service, or individual.

8 (4) To protect against malicious, deceptive,
9 fraudulent, or illegal activity.

10 (5) To comply with a legal obligation or the es-
11 tablishment, exercise, analysis, or defense of legal
12 claims or rights, or as required or specifically au-
13 thorized by law.

14 (6) To comply with a civil, criminal, or regu-
15 latory inquiry, investigation, subpoena, or summons
16 by an Executive agency.

17 (7) To cooperate with an Executive agency or
18 a law enforcement official acting under the authority
19 of an Executive or State agency concerning conduct
20 or activity that the Executive agency or law enforce-
21 ment official reasonably and in good faith believes
22 may violate Federal, State, or local law, or pose a
23 threat to public safety or national security.

24 (8) To address risks to the safety of an indi-
25 vidual or group of individuals, or to ensure customer

1 safety, including by authenticating individuals in
2 order to provide access to large venues open to the
3 public.

4 (9) To effectuate a product recall pursuant to
5 Federal or State law.

6 (10) To conduct public or peer-reviewed sci-
7 entific, historical, or statistical research that—

8 (A) is in the public interest;

9 (B) adheres to all applicable ethics and
10 privacy laws; and

11 (C) is approved, monitored, and governed
12 by an institutional review board or other over-
13 sight entity that meets standards promulgated
14 by the Commission pursuant to section 553 of
15 title 5, United States Code.

16 (11) To transfer covered data to a service pro-
17 vider.

18 (12) For a purpose identified by the Commis-
19 sion pursuant to a regulation promulgated under
20 subsection (b).

21 (b) ADDITIONAL PURPOSES.—The Commission may
22 promulgate regulations under section 553 of title 5,
23 United States Code, identifying additional purposes for
24 which a covered entity may collect, process or transfer cov-
25 ered data.

1 (c) SMALL BUSINESS EXCEPTION.—Sections 103,
2 105, and 301 shall not apply in the case of a covered enti-
3 ty that can establish that, for the 3 preceding calendar
4 years (or for the period during which the covered entity
5 has been in existence if such period is less than 3 years)—

6 (1) the covered entity’s average annual gross
7 revenues did not exceed \$50,000,000;

8 (2) on average, the covered entity annually
9 processed the covered data of less than 1,000,000
10 individuals;

11 (3) the covered entity never employed more
12 than 500 individuals at any one time; and

13 (4) the covered entity derived less than 50 per-
14 cent of its revenues from transferring covered data.

15 **TITLE II—CORPORATE** 16 **ACCOUNTABILITY**

17 **SEC. 201. DESIGNATION OF DATA PRIVACY OFFICER AND** 18 **DATA SECURITY OFFICER.**

19 (a) IN GENERAL.—A covered entity shall designate—

20 (1) one or more qualified employees or contrac-
21 tors as data privacy officers; and

22 (2) one or more qualified employees or contrac-
23 tors (in addition to any employee or contractor des-
24 igned under paragraph (1)) as data security offi-
25 cers.

1 (b) RESPONSIBILITIES OF DATA PRIVACY OFFICERS
2 AND DATA SECURITY OFFICERS.—An employee or con-
3 tractor who is designated by a covered entity as a data
4 privacy officer or a data security officer shall be respon-
5 sible for, at a minimum, coordinating the covered entity’s
6 policies and practices regarding—

7 (1) in the case of a data privacy officer, compli-
8 ance with the privacy requirements with respect to
9 covered data under this part; and

10 (2) in the case of a data security officer, the se-
11 curity requirements with respect to covered data
12 under this part.

13 **SEC. 202. INTERNAL CONTROLS.**

14 A covered entity shall maintain internal controls and
15 reporting structures to ensure that appropriate senior
16 management officials of the covered entity are involved in
17 assessing risks and making decisions that implicate com-
18 pliance with this part.

19 **SEC. 203. WHISTLEBLOWER PROTECTIONS.**

20 (a) DEFINITIONS.—For purposes of this section:

21 (1) WHISTLEBLOWER.—The term “whistle-
22 blower” means any employee or contractor of a cov-
23 ered entity who voluntarily provides to the Commis-
24 sion original information relating to non-compliance

1 with, or any violation or alleged violation of, this
2 part or any regulation promulgated under this part.

3 (2) ORIGINAL INFORMATION.—The term “origi-
4 nal information” means information that is provided
5 to the Commission by an individual and—

6 (A) is derived from the independent knowl-
7 edge or analysis of an individual;

8 (B) is not known to the Commission from
9 any other source at the time the individual pro-
10 vides the information; and

11 (C) is not exclusively derived from an alle-
12 gation made in a judicial or an administrative
13 action, in a governmental report, a hearing, an
14 audit, or an investigation, or from news media,
15 unless the individual is a source of the allega-
16 tion.

17 (b) EFFECT OF WHISTLEBLOWER RETALIATIONS ON
18 PENALTIES.—In seeking penalties under section 301 for
19 a violation of this part or a regulation promulgated under
20 this part by a covered entity, the Commission shall con-
21 sider whether the covered entity retaliated against an indi-
22 vidual who was a whistleblower with respect to original
23 information that led to the successful resolution of an ad-
24 ministrative or judicial action brought by the Commission

1 or the Attorney General of the United States under this
2 part against such covered entity.

3 **TITLE III—ENFORCEMENT AU-**
4 **THORITY AND NEW PRO-**
5 **GRAMS**

6 **SEC. 301. ENFORCEMENT BY THE FEDERAL TRADE COM-**
7 **MISSION.**

8 (a) UNFAIR OR DECEPTIVE ACTS OR PRACTICES.—

9 A violation of this part or a regulation promulgated under
10 this part shall be treated as a violation of a rule defining
11 an unfair or deceptive act or practice prescribed under sec-
12 tion 18(a)(1)(B) of the Federal Trade Commission Act
13 (15 U.S.C. 57a(a)(1)(B)).

14 (b) POWERS OF COMMISSION.—

15 (1) IN GENERAL.—Except as provided in para-
16 graphs (3) and (4), the Commission shall enforce
17 this part and the regulations promulgated under this
18 part in the same manner, by the same means, and
19 with the same jurisdiction, powers, and duties as
20 though all applicable terms and provisions of the
21 Federal Trade Commission Act (15 U.S.C. 41 et
22 seq.) were incorporated into and made a part of this
23 part.

24 (2) PRIVILEGES AND IMMUNITIES.—Any person
25 who violates this part or a regulation promulgated

1 under this part shall be subject to the penalties and
2 entitled to the privileges and immunities provided in
3 the Federal Trade Commission Act (15 U.S.C. 41 et
4 seq.).

5 (3) LIMITING CERTAIN ACTIONS UNRELATED
6 TO THIS PART; AUTHORITY PRESERVED.—

7 (A) IN GENERAL.—The Commission shall
8 not bring any action to enforce the prohibition
9 in section 5 of the Federal Trade Commission
10 Act (15 U.S.C. 45) on unfair or deceptive acts
11 or practices with respect to the privacy or secu-
12 rity of covered data, unless such action is con-
13 sistent with this part.

14 (B) RULE OF CONSTRUCTION.—Except as
15 provided in paragraph (1), nothing in this part
16 shall be construed to limit the authority of the
17 Commission under any other provision of law,
18 or to limit the Commission's authority to bring
19 actions under section 5 of the Federal Trade
20 Commission Act (15 U.S.C. 45) relating to un-
21 fair or deceptive acts or practices to enforce the
22 provisions of this part and regulations promul-
23 gated thereunder, including to ensure that pri-
24 vacy policies required under section 102 are
25 truthful and non-misleading.

1 (c) COMMON CARRIERS AND NONPROFIT ORGANIZA-
2 TIONS.—Notwithstanding section 4, 5(a)(2), or 6 of the
3 Federal Trade Commission Act (15 U.S.C. 44, 45(a)(2),
4 46) or any jurisdictional limitation of the Commission, the
5 Commission shall also enforce this part and the regula-
6 tions promulgated under this part, in the same manner
7 provided in paragraphs (1) and (2) of this subsection, with
8 respect to—

9 (1) common carriers subject to the Communica-
10 tions Act of 1934 (47 U.S.C. 151 et seq.) and all
11 Acts amendatory thereof and supplementary thereto;
12 and

13 (2) organizations not organized to carry on
14 business for their own profit or that of their mem-
15 bers.

16 (d) DATA PRIVACY AND SECURITY FUND.—

17 (1) ESTABLISHMENT OF VICTIMS RELIEF
18 FUND.—There is established in the Treasury of the
19 United States a separate fund to be known as the
20 “Data Privacy and Security Victims Relief Fund”
21 (referred to in this paragraph as the “Victims Relief
22 Fund”).

23 (2) DEPOSITS.—

24 (A) DEPOSITS FROM THE COMMISSION.—

25 The Commission shall deposit into the Victims

1 Relief Fund the amount of any civil penalty ob-
2 tained against any covered entity in any action
3 the Commission commences to enforce this part
4 or a regulation promulgated under this part.

5 (B) DEPOSITS FROM THE ATTORNEY GEN-
6 ERAL.—The Attorney General of the United
7 States shall deposit into the Victims Relief
8 Fund the amount of any civil penalty obtained
9 against any covered entity in any action the At-
10 torney General commences on behalf of the
11 Commission to enforce this part or a regulation
12 promulgated under this part.

13 (3) USE OF FUND AMOUNTS.—Amounts in the
14 Victims Relief Fund shall be available to the Com-
15 mission, without fiscal year limitation, to provide re-
16 dress, payments or compensation, or other monetary
17 relief to individuals affected by an act or practice for
18 which civil penalties have been imposed under this
19 part. To the extent that individuals cannot be lo-
20 cated or such redress, payments or compensation, or
21 other monetary relief are otherwise not practicable,
22 the Commission may use such funds for the purpose
23 of consumer or business education relating to data
24 privacy and security or for the purpose of engaging

1 in technological research that the Commission con-
2 siders necessary to enforce this part.

3 (4) AMOUNTS NOT SUBJECT TO APPORTION-
4 MENT.—Notwithstanding any other provision of law,
5 amounts in the Victims Relief Fund shall not be
6 subject to apportionment for purposes of chapter 15
7 of title 31, United States Code, or under any other
8 authority.

9 (e) AUTHORIZATION OF APPROPRIATIONS.—There
10 are authorized to be appropriated to the Commission
11 \$100,000,000 to carry out this part.

12 **SEC. 302. ENFORCEMENT BY STATE ATTORNEYS GENERAL.**

13 (a) CIVIL ACTION.—Except as provided in subsection
14 (h), in any case in which the attorney general of a State
15 has reason to believe that an interest of the residents of
16 that State has been or is adversely affected by the engage-
17 ment of any covered entity in an act or practice that vio-
18 lates this part or a regulation promulgated under this
19 part, the attorney general of the State, as *parens patriae*,
20 may bring a civil action on behalf of the residents of the
21 State in an appropriate district court of the United States
22 to—

23 (1) enjoin that act or practice;

24 (2) enforce compliance with this part or the
25 regulation;

1 (3) obtain damages, civil penalties, restitution,
2 or other compensation on behalf of the residents of
3 the State; or

4 (4) obtain such other relief as the court may
5 consider to be appropriate.

6 (b) RIGHTS OF THE COMMISSION.—

7 (1) IN GENERAL.—Except where not feasible,
8 the attorney general of a State shall notify the Com-
9 mission in writing prior to initiating a civil action
10 under subsection (a). Such notice shall include a
11 copy of the complaint to be filed to initiate such ac-
12 tion. Upon receiving such notice, the Commission
13 may intervene in such action and, upon inter-
14 vening—

15 (A) be heard on all matters arising in such
16 action; and

17 (B) file petitions for appeal of a decision in
18 such action.

19 (2) NOTIFICATION TIMELINE.—Where it is not
20 feasible for the attorney general of a State to pro-
21 vide the notification required by paragraph (2) be-
22 fore initiating a civil action under paragraph (1), the
23 attorney general shall notify the Commission imme-
24 diately after initiating the civil action.

1 (c) CONSOLIDATION OF ACTIONS BROUGHT BY TWO
2 OR MORE STATE ATTORNEYS GENERAL.—Whenever a
3 civil action under subsection (a) is pending and another
4 civil action or actions are commenced pursuant to such
5 subsection in a different Federal district court or courts
6 that involve one or more common questions of fact, such
7 action or actions shall be transferred for the purposes of
8 consolidated pretrial proceedings and trial to the United
9 States District Court for the District of Columbia; pro-
10 vided however, that no such action shall be transferred
11 if pretrial proceedings in that action have been concluded
12 before a subsequent action is filed by the attorney general
13 of the State.

14 (d) ACTIONS BY COMMISSION.—In any case in which
15 a civil action is instituted by or on behalf of the Commis-
16 sion for violation of this part or a regulation promulgated
17 under this part, no attorney general of a State may, dur-
18 ing the pendency of such action, institute a civil action
19 against any defendant named in the complaint in the ac-
20 tion instituted by or on behalf of the Commission for viola-
21 tion of this part or a regulation promulgated under this
22 part that is alleged in such complaint.

23 (e) INVESTIGATORY POWERS.—Nothing in this sec-
24 tion shall be construed to prevent the attorney general of
25 a State or another authorized official of a State from exer-

1 cising the powers conferred on the attorney general or the
2 State official by the laws of the State to conduct investiga-
3 tions, to administer oaths or affirmations, or to compel
4 the attendance of witnesses or the production of documen-
5 tary or other evidence.

6 (f) VENUE; SERVICE OF PROCESS.—

7 (1) VENUE.—Any action brought under sub-
8 section (a) may be brought in the district court of
9 the United States that meets applicable require-
10 ments relating to venue under section 1391 of title
11 28, United States Code.

12 (2) SERVICE OF PROCESS.—In an action
13 brought under subsection (a), process may be served
14 in any district in which the defendant—

15 (A) is an inhabitant; or

16 (B) may be found.

17 (g) ACTIONS BY OTHER STATE OFFICIALS.—

18 (1) IN GENERAL.—Any State official who is au-
19 thorized by the State attorney general to be the ex-
20 clusive authority in that State to enforce this part
21 may bring a civil action under subsection (a), sub-
22 ject to the same requirements and limitations that
23 apply under this section to civil actions brought
24 under such subsection by State attorneys general.

1 (2) **AUTHORITY PRESERVED.**—Nothing in this
2 section shall be construed to prohibit an authorized
3 official of a State from initiating or continuing any
4 proceeding in a court of the State for a violation of
5 any civil or criminal law of the State.

6 **SEC. 303. APPROVED CERTIFICATION PROGRAMS.**

7 (a) **IN GENERAL.**—The Commission shall establish a
8 program in which the Commission shall approve voluntary
9 consensus standards or certification programs that cov-
10 ered entities may use to comply with one or more provi-
11 sions in this part.

12 (b) **EFFECT OF APPROVAL.**—A covered entity in com-
13 pliance with a voluntary consensus standard approved by
14 the Commission shall be deemed to be in compliance with
15 the provisions of this part.

16 (c) **TIME FOR APPROVAL.**—The Commission shall
17 issue a decision regarding the approval of a proposed vol-
18 untary consensus standard not later than 180 days after
19 a request for approval is submitted.

20 (d) **EFFECT OF NON-COMPLIANCE.**—A covered entity
21 that claims compliance with an approved voluntary con-
22 sensus standard and is found not to be in compliance with
23 such program by the Commission or in any judicial pro-
24 ceeding shall be considered to be in violation of the section

1 5 of the Federal Trade Commission Act (15 U.S.C. 45)
2 prohibition on unfair or deceptive acts or practices.

3 (e) RULEMAKING.—Not later than 120 days after the
4 date of enactment of this Act, the Commission shall pro-
5 mulgate regulations under section 553 of title 5, United
6 States Code, establishing a process for review of requests
7 for approval of proposed voluntary consensus standards
8 under this section.

9 (f) REQUIREMENTS.—To be eligible for approval by
10 the Commission, a voluntary consensus standard shall
11 meet the requirements for voluntary consensus standards
12 set forth in Office of Management and Budget Circular
13 A–119, or other equivalent guidance document, ensuring
14 that they are the result of due process procedures and ap-
15 propriately balance the interests of all the stakeholders,
16 including individuals, businesses, organizations, and other
17 entities making lawful uses of the covered data covered
18 by the standard, and—

19 (1) specify clear and enforceable requirements
20 for covered entities participating in the program that
21 provide an overall level of data privacy or data secu-
22 rity protection that is equivalent to or greater than
23 that provided in the relevant provisions in this part;

24 (2) require each participating covered entity to
25 post in a prominent place a clear and conspicuous

1 public attestation of compliance and a link to the
2 website described in paragraph (4);

3 (3) include a process for an independent assess-
4 ment of a participating covered entity's compliance
5 with the voluntary consensus standard or certifi-
6 cation program prior to certification and at reason-
7 able intervals thereafter;

8 (4) create a website describing the voluntary
9 consensus standard or certification program's goals
10 and requirements, listing participating covered enti-
11 ties, and providing a method for individuals to ask
12 questions and file complaints about the program or
13 any participating covered entity;

14 (5) take meaningful action for non-compliance
15 with the relevant provisions of this part by any par-
16 ticipating covered entity, which shall depend on the
17 severity of the non-compliance and may include—

18 (A) removing the covered entity from the
19 program;

20 (B) referring the covered entity to the
21 Commission or other appropriate Federal or
22 State agencies for enforcement;

23 (C) publicly reporting the disciplinary ac-
24 tion taken with respect to the covered entity;

1 (D) providing redress to individuals
2 harmed by the non-compliance;

3 (E) making voluntary payments to the
4 United States Treasury; and

5 (F) taking any other action or actions to
6 ensure the compliance of the covered entity with
7 respect to the relevant provisions of this part;
8 and

9 (6) issue annual reports to the Commission and
10 to the public detailing the activities of the program
11 and its effectiveness during the preceding year in en-
12 suring compliance with the relevant provisions of
13 this part by participating covered entities and taking
14 meaningful disciplinary action for non-compliance
15 with such provisions by such entities.

16 **SEC. 304. RELATIONSHIP BETWEEN FEDERAL AND STATE**
17 **LAW.**

18 (a) RELATIONSHIP TO STATE LAW.—No State or po-
19 litical subdivision of a State may adopt, maintain, enforce,
20 or continue in effect any law, regulation, rule, require-
21 ment, or standard related to the data privacy or data secu-
22 rity and associated activities of covered entities.

23 (b) SAVINGS PROVISION.—Subsection (a) may not be
24 construed to preempt State laws that directly establish re-

1 requirements for the notification of consumers in the event
2 of a data breach.

3 (c) RELATIONSHIP TO OTHER FEDERAL LAWS.—

4 (1) IN GENERAL.—Except as provided in para-
5 graphs (2) and (3), the requirements of this part
6 shall supersede any other Federal law or regulation
7 relating to the privacy or security of covered data or
8 associated activities of covered entities.

9 (2) SAVINGS PROVISION.—This part may not be
10 construed to modify, limit, or supersede the oper-
11 ation of the following:

12 (A) The Children’s Online Privacy Protec-
13 tion Act (15 U.S.C. 6501 et seq.).

14 (B) The Communications Assistance for
15 Law Enforcement Act (47 U.S.C. 1001 et seq.).

16 (C) Section 227 of the Communications
17 Act of 1934 (47 U.S.C. 227).

18 (D) Title V of the Gramm-Leach-Bliley
19 Act (15 U.S.C. 6801 et seq.).

20 (E) The Fair Credit Reporting Act (15
21 U.S.C. 1681 et seq.).

22 (F) The Health Insurance Portability and
23 Accountability Act (Public Law 104–191).

24 (G) The Electronic Communications Pri-
25 vacy Act (18 U.S.C. 2510 et seq.).

1 (H) Section 444 of the General Education
2 Provisions Act (20 U.S.C. 1232g) (commonly
3 referred to as the “Family Educational Rights
4 and Privacy Act of 1974”).

5 (I) The Driver’s Privacy Protection Act of
6 1994 (18 U.S.C. 2721 et seq.).

7 (J) The Federal Aviation Act of 1958 (49
8 U.S.C. App. 1301 et seq.).

9 (K) The Health Information Technology
10 for Economic and Clinical Health Act (42
11 U.S.C. 17931 et seq.).

12 (3) COMPLIANCE WITH SAVED FEDERAL
13 LAWS.—To the extent that the data collection, proc-
14 essing, or transfer activities of a covered entity are
15 subject to a law listed in paragraph (2), such activi-
16 ties of such entity shall not be subject to the re-
17 quirements of this part.

18 (4) NONAPPLICATION OF FCC LAWS AND REGU-
19 LATIONS TO COVERED ENTITIES.—Notwithstanding
20 any other provision of law, neither any provision of
21 the Communications Act of 1934 (47 U.S.C. 151 et
22 seq.) and all Acts amendatory thereof and supple-
23 mentary thereto nor any regulation promulgated by
24 the Federal Communications Commission under
25 such Acts shall apply to any covered entity with re-

1 spect to the collection, use, processing, transferring,
2 or security of individual information, except to the
3 extent that such provision or regulation pertains
4 solely to “911” lines or other emergency line of a
5 hospital, medical provider or service office, health
6 care facility, poison control center, fire protection
7 agency, or law enforcement agency.

8 **SEC. 305. CONSTITUTIONAL AVOIDANCE.**

9 The provisions of this part shall be construed, to the
10 greatest extent possible, to avoid conflicting with the Con-
11 stitution of the United States, including the protections
12 of free speech and freedom of the press established under
13 the First Amendment to the Constitution of the United
14 States.

15 **SEC. 306. SEVERABILITY.**

16 If any provision of this part, or an amendment made
17 by this part, is determined to be unenforceable or invalid,
18 the remaining provisions of this part and the amendments
19 made by this part shall not be affected.

