

## U.S. State Privacy Laws - Applicability Thresholds

State	Applicability Threshold
California	<ul style="list-style-type: none"> <li>Has gross annual revenue of \$25 million or more; OR</li> <li>Controls or processes the personal data of 100,000 or more California residents; OR</li> <li>Derives 50% or more of its gross revenue from the sale of personal data.</li> </ul>
Colorado	<ul style="list-style-type: none"> <li>Controls or processes the data of 100,000 or more Colorado residents; OR</li> <li>Derives any revenue from the sale of data for 25,000 or more Colorado residents.</li> </ul>
Connecticut	<ul style="list-style-type: none"> <li>Controls or processes the data of 100,000 or more Connecticut residents; OR</li> <li>Derives 25% of its revenue from the sale of data for 25,000 or more Connecticut residents.</li> </ul>
Delaware	<ul style="list-style-type: none"> <li>Controls or processes the personal data of not less than 35,000 Delaware residents; OR</li> <li>Controlled or processed the personal data of not less than 10,000 Delaware residents and derived more than 20% of their gross revenue from the sale of personal data.</li> </ul>
Florida	<ul style="list-style-type: none"> <li>Has more than \$1 billion in annual global revenue; AND satisfies at least one of the following:               <ul style="list-style-type: none"> <li>Derives 50 percent of its global gross annual revenue from the sale of advertisements online; OR</li> <li>Operates a consumer smart speaker and voice command service with an integrated virtual assistant connected to a cloud computing service that uses hands-free verbal activation; OR</li> <li>Operates an app store or digital distribution platform with at least 250,000 different software applications for consumers to download and install.</li> </ul> </li> </ul>
Indiana	<ul style="list-style-type: none"> <li>Controls or processes personal data of at least 100,000 consumers (Indiana residents); OR</li> <li>Derives more than 50% of its revenue from selling the data of 25,000 consumers.</li> </ul>
Iowa	<ul style="list-style-type: none"> <li>Controls or processes personal data of at least 100,000 consumers (Iowa residents); OR</li> <li>Derives more than 50% of its revenue from selling the data of 25,000 consumers.</li> </ul>
Kentucky	<ul style="list-style-type: none"> <li>Controls or processes personal data of at least 100,000 Kentucky consumers; OR</li> <li>Controls or processes the personal data of 25,000 or more consumers and derives more than 50% of its gross revenue from the sale of personal data.</li> </ul>

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Maryland	<ul style="list-style-type: none"> <li>Controls or processes personal data of at least 35,000 consumers, excluding data for the sole purpose of completing payment transactions; OR</li> <li>Controls or processes the data of at least 10,000 consumers and derives more than 20% of its gross revenue from the sale of personal data.</li> </ul>
Minnesota	<ul style="list-style-type: none"> <li>Controls or processes the data of at least 100,000 consumers, excluding data for the sole purpose of completing payment transactions; OR</li> <li>Controls or processes the data of at least 25,000 consumers and derives more than 25% of its gross revenue from the sale of personal data.</li> </ul>
Montana	<ul style="list-style-type: none"> <li>Controls or processes personal data of at least 50,000 consumers (Montana residents); OR</li> <li>Derives more than 25% of its revenue from selling the data of 25,000 consumers.</li> </ul>
Nebraska	<ul style="list-style-type: none"> <li>Conducts business in Nebraska or produces a product or service consumed by Nebraska residents;</li> <li>Processes or engages in the sale of personal data; and</li> <li>Is not a small business as determined under the federal Small Business Act.</li> </ul>
New Hampshire	<ul style="list-style-type: none"> <li>Controls or processes the personal data of not less than 35,000 unique consumers, excluding personal data controlled or processed solely for the purpose of completing a payment transaction; OR</li> <li>Controls or processes the personal data of not less than 10,000 unique consumers and derives more than 25% of its gross revenue from the sale of personal data.</li> </ul>
New Jersey	<ul style="list-style-type: none"> <li>Controls or processes the personal data of 100,000 or more New Jersey consumers (excluding data used solely to complete a payment transaction); OR</li> <li>Controls or processes the personal data of 25,000 or more New Jersey consumers and derives revenue or receives a discount on the price of any good or service from the sale of data.</li> </ul>
Oregon	<ul style="list-style-type: none"> <li>Controls or processes the personal data of not less than 100,000 Oregon residents; OR</li> <li>Controls or processes the personal data of not less than 25,000 residents and derives more than 25% of its gross revenue from the sale of personal data.</li> </ul>
Rhode Island	<ul style="list-style-type: none"> <li>Controls or processes the personal data of 35,000 or more Rhode Island consumers (excluding data used solely to complete a payment transaction); OR</li> <li>Controls or processes the personal data of 10,000 or more consumers and derives more than 20% of its gross revenue from the sale of personal data.</li> </ul>
Tennessee	<ul style="list-style-type: none"> <li>For-profit business with annual revenue of at least \$25 million that controls or processes personal data of at least 175,000 Tennessee residents; OR</li> <li>Derives more than 50% of its revenue from selling the data of 25,000 consumers.</li> </ul>

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Texas	<ul style="list-style-type: none"> <li>Conducts business in Texas or produces a product or service consumed by Texas residents and is not a “small business.”</li> </ul>
Utah	<ul style="list-style-type: none"> <li>Has more than \$25 million in annual revenue and meets one or more of the following criteria:                             <ul style="list-style-type: none"> <li>Controls or processes the data of 100,000 or more Utah residents; and</li> <li>Derives 50% or more of its revenue from the sale of data for more than 25,000 Utah residents.</li> </ul> </li> </ul>
Virginia	<ul style="list-style-type: none"> <li>Controls or processes the data of 100,000 or more Virginia residents; OR</li> <li>Derives 50% or more of its revenue from the sale of data for more than 25,000 Virginia residents.</li> </ul>