

Data Privacy Landscape in the US 2022

2022 is poised to be a busy year for **privacy**, as **California** begins rulemaking for its updated **consumer privacy statute** and dozens of states are expected to reintroduce the legislation. States ranging from **Oklahoma** to **Connecticut** are prospective states for 2022 laws by **legislation watchers**.



86% of US citizens

have attempted to somehow remove or decrease their digital footprint online

- Pew Research Center

Just 3% of Americans

say they understand how the current laws regulating online privacy in America today actually work.

- Pew Research Center



As many as

79% of Americans

on the web worry about companies infringing their online privacy.

- Pew Research Center

There are **eight** privacy laws in the **US** alone. It's not only the **federal** government that handles **data privacy** protection – but many states also have taken on their own **privacy laws**. So right now, you have to consider **each of them specifically** when reaching out to your **target audience** because there are several different sets of rules that may be at play.

3

states already have a data privacy regulation signed

35

states have either already drafted some form of data privacy bills that are pending enactment

Here's a list of laws and regulations you should be aware of in the year 2022:

- 1- CCPA (California Consumer Privacy Act)
- 2- CPRA (California Privacy Rights Act)
- 3- VaCDPA (Virginia Consumer Data Protection Act)
- 4- CPA (Colorado Privacy Act)
- 5- MIPS (Massachusetts Information Privacy and Security Act)
- 6- GCDPA (Georgia Computer Data Privacy Act)



Are you taking data privacy seriously?

The responsibility of privacy regulation is no longer the sole responsibility of legal teams and privacy professionals. However, a big question still remains, "How do you take charge of your organization's consumer data and be compliant with privacy regulations?"

Whether you are a **Fortune 500** company in the **US** or just getting started, it's easy to see why it's becoming more important than ever to ensure that you're **collecting consent** for using your **consumers' data**.

We've built a secure and seamless tool to collect and manage your website visitors' consent and preferences, all while being compliant with every global data privacy law. Speak to our data privacy professional today!

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