

Colorado Adds Wrinkle To Emerging State Privacy Law Quilt

Friday, June 18, 2021

Andrew Baer was quoted in an article in *Law360* discussing Colorado's position on becoming the third state in the United States to enact a comprehensive consumer privacy legislation. If Governor Jared Polis signs the bill as expected, companies' compliance plans will be upended and give further merit for establishing a unified nationwide framework. The Colorado Privacy Act, expected to take effect on July 31, 2023, has much in common with existing privacy laws in California, Virginia, and the European Union, which also aim at giving consumers more access to and control over how their personal information is handled by companies.

With many anticipating that Colorado's legislation could be instrumental, Andy states that it will be interesting to see if the opt-out mechanism proscribed by the state attorney general ends up becoming "a baseline for future privacy laws in other states and the federal government and ultimately becomes universal practice."

To read the full article, [click here](#).

Related Practice Areas

- Technology, Privacy & Data Security