

Applicability Triggers for ‘comprehensive’ State Data Privacy Laws with a 2024 effective date

2024	Annual Revenue	Consumer	Business Activity
Oregon	n/a	Control or process Personal Data of 100,000 or more Consumers (except solely to complete a payment transaction) <u>OR</u>	Control or process Personal Data of 25,000 or more Consumers <u>AND</u> derive 25% of gross revenue from the sale of that data
Texas	n/a	-	Process or engages in the sale of Personal Data (excludes Small Business unless selling sensitive Personal Data)
Florida	\$1Billion <u>AND</u>	-	Derive 50% or more of gross annual revenue from sale of online ads (including targeted advertising or the sale of online ads) <u>OR</u> Operates a consumer voice command component with virtual assistant to cloud computing element <u>OR</u> Operate a digital distribution platform offering at least 250,000 software applications for use (<i>i.e.</i> app store) [also, stand alone consent requirement if sell sensitive data]
Montana	n/a	Control or process the Personal Data of not less than 50,000 consumers (except solely to complete a payment transaction) <u>OR</u>	Control or process Personal Data of not less than 25,000 Consumers <u>AND</u> derive more than 25% of gross revenue from sale of Personal Data