

Applicability Triggers for ‘comprehensive’ State Data Privacy Laws with a 2025 effective date

2025	Annual Revenue	Consumer	Business Activity
Delaware	n/a	Control or process Personal Data of at least 35,000 Consumers (unless solely to process payment transaction) OR	Control or process Personal Data of 10,000 or more Consumers AND derives more than 20% of gross revenue from sale of data
Iowa	n/a	Control or process Personal Data of 100,00 or more Consumers OR	Control or process PD of 25,000 or more Consumers AND derives more than 40% of gross revenue from sale of Personal Data
New Hampshire	n/a	Control or process Personal Data of at least 35,000 unique Consumers (unless solely to complete payment transaction) OR	Control or process Personal Data of at least 10,000 unique Consumers AND derive more than 25% of gross revenue from sale of Personal Data
Nebraska	n/a	-	Process or engage in sale of Personal Data (unless a Small Business per the SBA)
New Jersey	n/a	Control or process Personal Data of at least 100,000 Consumers (unless solely to complete a payment transaction) OR	Control or process Personal Data of 25,000 or more Consumers AND derives revenue or discount from the sale of Personal Data
Tennessee	>\$25M AND	Control or process Personal Information of 175,000 or more Consumers OR	Control or process Personal Information of 25,000 or more consumers AND derive more than 50% of gross revenue from sale of data
Minnesota	n/a	Control or process Personal Data of 100,000 or more Consumers (excluding solely to process a payment transaction) OR	Derive over 25% of gross revenue from the sale of Personal Data AND process or control Personal Data of at least 25,000 Consumers
Maryland	n/a	Control or process Personal Data of at least 35,000 Consumer (unless solely to process a payment transaction) OR	Control and process Personal Data of at least 10,000 Consumers AND derive more than 20% of gross revenue from sale of Personal Data