

# Utah Consumer Privacy Act

Utah Code §§ 13-61-101, et seq.

Effective 12/31/23

- A consumer in the state of Utah has the right to:
  - confirm whether a business is processing their personal data;
  - access their personal data;
  - request that the personal data that they provided to a business be deleted;
  - obtain a copy of the personal data that they previously provided to a business; and
  - opt out of having their personal data used for the purpose of:
    - targeted advertising; or
    - the sale of personal data.
- A consumer must be provided with a reasonably accessible and clear privacy notice which describes:
  - the categories of personal data processed by a business;
  - the purposes for which the personal data are processed;
  - how a consumer may exercise their rights;
  - the categories of personal data that the business shares with third parties, if any; and
  - the categories of third parties, if any, with whom the business shares personal data.
- If a consumer's personal data is sold and used for targeted advertising, a consumer must be informed about how a consumer may opt out of the:
  - sale of their personal data; or
  - the processing of their personal data for targeted advertising.
- The right to notice and an opportunity to opt out of processing also applies to a consumer's *sensitive* data.
- A consumer may exercise any of these right by submitting a request to a business, specifying the right the consumer intends to exercise.
  - The business must then respond to the consumer's request within 45 days.

For more information contact the Utah Consumer Protection Division at

<https://dcp.utah.gov/>