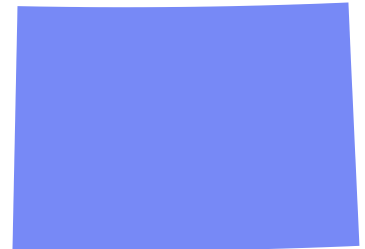




CPA: What You Need To Know

Colorado became the 3rd state in the nation to enact comprehensive consumer data privacy law. SixFifty's CPA privacy solution will help you:

- Avoid particularly onerous financial penalties by helping keep your legal documents up-to-date and legally compliant to Colorado privacy law
- Protect your reputation as a business by avoiding negative press because of potential CPA violations



What is the CPA?

The Colorado Privacy Act ("CPA") establishes a fundamental right to privacy for Colorado consumers. Enacted in 2021, the spirit of the CPA is to foremost protect consumers, but it also encourages businesses to be responsible custodians and stewards of their customers' data.

The CPA will take full legal effect on January 1, 2023.

What are some of the consumer protections outlined in the CPA?

Following the likes of California's and Virginia's consumer data privacy laws, Colorado has also carved out special rights for Colorado consumers. Some of these enumerated rights include:

- The right for customers to access, delete, or correct their personal data
- The right to opt out of the sale or sharing of personal data for targeted advertising
- Requirements for businesses to clearly disclose what personal data they collect, how they use it, and who they share it with

Data privacy is complicated. Fortunately, SixFifty can ease the burden of building a robust privacy program. SixFifty's [privacy solutions](#) help organizations determine how to best handle data and generate customized legal documents as required by privacy laws around the world, including the CPA in Colorado.

The law is complicated. SixFifty makes it easy.

What are the potential fines for noncompliance with the CPA?

What's unique and interesting about Colorado's new data privacy law is that enforcement not only falls to the Attorney General but also District Attorneys. There are no explicit fines in the law as there are in California and Virginia, but an infraction of the CPA will be considered a deceptive trade practice and may lead to potential fines of:

- \$2,000 per violation (with a cap of \$500,000 for a related series of violations)
- \$10,000 per violation if the Consumer is 60 years of age or older (with no cap)

Colorado takes special effort to protect its elderly population against "deceptive trade practices" through this levying of a higher financial penalty as established by previous law.

" Right now, companies are collecting data on consumers that consumers don't know about. Absent action at the federal level, states like Colorado are advancing effective data privacy policy solutions"

– Colorado Attorney General
Phil Weiser

What are some of the advantages that the CPA offers to businesses?

The good news is that although Colorado's potential fine penalties are more than California and Virginia, Colorado offers a cure period (a period to remedy any violations) of 60 days. This is a more lenient cure period than California (who offers none under the CPRA) and Virginia (who offers only 30 days under the VCDPA).

How can I learn more?

For more information on the CPA, [visit our blog](#) and watch our [free webinar](#).

The law is complicated. SixFifty makes it easy.

For more information
visit sixfifty.com/solutions
or scan QR code



7050 S Union Park Ave, Suite 400 A,
Midvale, UT 84047