



## VCDPA: What You Need To Know

Virginia is for lovers—and for consumer privacy law. Virginia is the second state, after California, to enact comprehensive consumer privacy legislation, and it will soon go into effect.

SixFifty's VCDPA privacy solution will help you:

- Build a privacy program that complies with the VCDPA
- Avoid onerous financial penalties by helping keep your legal documents up-to-date and legally compliant with Virginia law
- Protect your reputation as a business by avoiding negative press because of potential VCDPA violations



### What is the VCDPA?

The Virginia Consumer Data Protection Act ("VCDPA") is a consumer protection law that was signed into law on March 2, 2021, by Governor Ralph Northam. The VCDPA has many provisions that give Virginia residents rights to control their own personal data.

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

### What are some of the protections outlined in the VCDPA?

The VCDPA is only eight pages, but its protections are far-reaching. Here are some important consumer protections:

- 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 VCDPA in Virginia.

**The law is complicated. SixFifty makes it easy.**

## How do I know if the VCDPA applies to my business?

Great question! SixFifty has created a [VCDPA applicability quiz](#) just for you.

## Does the VCDPA require any recordkeeping?

Yes, the VCDPA requires that companies conduct data assessments.

## What are some of the advantages that the VCDPA offers for businesses?

Failing to comply with the VCDPA can result in fines up to \$7,500 per infraction. However, the VCDPA offers leniency to businesses by offering a 30-day cure period to rectify and remedy any violations and comply with the law, like the CCPA did.

## Learn more about the VCDPA

[Watch our webinar](#) on the VCDPA to learn what this new law means for your business.

“Organizations will be in a strong position to reap the rewards associated with protecting and managing data and building customer confidence in today’s digital economy.”

– Jasmit Sagoo, Head of EMEA  
Specialist Solution Engineers and  
Solution Architects at Okta

The law is complicated. SixFifty makes it easy.

For more information  
visit [sixfifty.com/solutions](https://sixfifty.com/solutions)  
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