

# State Privacy Thresholds

Lacking a federal comprehensive data privacy law in the United States, five states have passed their own privacy legislation. These new laws are going into effect in 2023.

Let's break down the thresholds for companies that must comply with data privacy laws in California, Virginia, Colorado, Connecticut, and Utah.

## California

Effective January 1, 2023

The California Privacy Rights Act (CPRA), which amends the California Consumer Privacy Act (CCPA), applies to companies that do business in California that meet the following thresholds:

- Process the data of 100,000+ California residents; or
- Derive 50%+ of business revenue from the sale/sharing of California residents' personal data; or
- Generate \$25 million+ worldwide revenue

## Virginia

Effective January 1, 2023

The Virginia Consumer Data Protection Act (VCDPA) applies to companies that conduct business in Virginia that meet the following thresholds:

- Control or process the personal data of 100,000+ Virginia residents in a calendar year; or
- Control or process the personal data of 25,000+ Virginians and derive over 50% of gross revenue from the sale of personal data

## Colorado

Effective July 1, 2023

The Colorado Privacy Act (CPA) applies to companies that conduct business in Colorado that meet the following thresholds:

- Control or process the personal data of 100,000+ Colorado residents in a calendar year; or
- Sell any personal data and control or process the data of 25,000+ Coloradans

Five new  
state privacy  
laws go into  
effect in 2023:

California  
January 1

Virginia  
January 1

Colorado  
July 1

Connecticut  
July 1

Utah  
December 31

## Connecticut

Effective July 1, 2023

The Connecticut Data Privacy Act (CTDPA) applies to companies that do business in Connecticut that meet the following thresholds:

- Control or process the personal data of 100,000+ Connecticut residents in a calendar year; or
- Control or process the personal data of 25,000+ Connecticut residents and derive over 25% of gross revenue from the sale of personal data

## Utah

Effective December 31, 2023

The Utah Consumer Privacy Act (UCPA) applies to companies that conduct business in Utah that meet the following thresholds:

- Generate \$25M in annual revenue; **and**
  - Process personal data of 100,000+ Utahns; or
  - Derive 50%+ revenue from the sale of personal data and process personal data of 25,000 Utahns.

## State Privacy Thresholds

	California	Virginia	Colorado	Connecticut	Utah
Revenue	\$25M+				\$25M+
Process # Residents' Data	100K+	100K+	100K+	100K+	<b>AND</b> 100K+
Sale/Share	<b>OR</b> 50%+ of revenue from sale/sharing	<b>OR</b> Process 25K+ residents' data & 50%+ of revenue from sale/sharing	<b>OR</b> Sell any personal data & control or process the data of 25K+	<b>OR</b> Process 25K+ residents' data & 25%+ revenue from sale/sharing	<b>OR</b> Process 25K+ residents' data & 50% of revenue from sale/sharing

World-class legal for every-size business.



**Think you might need  
to comply?**

**Take our free All-US  
Privacy Quiz**

[sixfifty.com/usprivacy-applicability](https://sixfifty.com/usprivacy-applicability)