

**Delaware House of Representatives**

**Rep. Krista Griffith**

**For Immediate Release:**

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**House Passes Data Privacy Bill to Safeguard**

**Residents’ Personal Information**

*HB 262 would place privacy obligations on companies to enforce privacy laws*

DOVER – Recognizing Delaware consumers’ right to know who is selling their personal information and to access that data, the House passed legislation Thursday that would require businesses that sell data to register with the Department of Justice’s Consumer Protection Unit, ensuring fair and transparent practices.

Sponsored by **Rep. Krista Griffith**, House Bill 262 would protect brokered information, establish a website where the consumer can see how companies are selling personal data, and prohibit the use of personal information from unlawful purposes or fraudulent means.

“As Americans and consumers, we have very little control on how our data is being used, yet too often we click ‘yes’ on privacy policies when we go into an app or on a website, without understanding the use of our information,” said **Rep. Griffith,** D-Fairfax. “This bill bridges the gap, providing transparency so consumers can track who has their personal information. People want to know who is selling their Social Security number, maiden name and other information. If people are making money off of that, consumers should be the first to know.”

Unfortunately, there currently is no realistic way for the average resident to track who’s making a profit selling their personal information. Under HB 262, Delawareans would have a clear and concise way to locate such data.

“Data brokers collect and sell billions of data points about the residents of Delaware, while the people whose information they are trading in know virtually nothing about who these businesses are, the information they are amassing or how that sometimes very personal data is being used,” said **Sen. Stephanie Hansen**, D-Middletown.

“The legislation that Rep. Griffith and I have sponsored will pull back the curtain on an industry that is currently operating in complete obscurity and provide Delawareans with some reassurance that the websites they visit, what they buy online and the digital services they rely on are not being used for nefarious purposes. I am grateful my colleagues in the House voted today to protect the privacy of Delawareans and I look forward to passing HB 262 in the Senate before June 30.”

The state Department of Justice’s Consumer Protection Unit would host the website and monitor registered entities with private personal data. If a company that sells such information doesn’t register, the department could pursue penalties to bring them into compliance.

“A typical consumer hands personal data over to businesses each day, but today that’s just the tip of the iceberg. Beneath the water, your data is then bought and sold by a gigantic industry that stockpiles, refines, and resells it to advertisers and others,” said **Attorney General Kathy Jennings**. “This is a booming industry that profits from the fact that the overwhelming majority of consumers have no idea, nor any way to learn, who’s selling their data, where it’s going, or how it’s being used. House Bill 262 brings sunlight to an industry that largely operates in the shadows, and equips consumers to make informed decisions about where and how they shop and share their data. I’m grateful to Rep. Griffith for championing one of the most robust, forward-thinking consumer protection bills in our state’s history and to the House for passing it.”

HB 262 now heads to the Senate for consideration.

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