Subject   Consumer protection: the Consumer Data Privacy Act

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Overview

This bill makes several changes to the Minnesota Consumer Data Privacy Act (CDPA), a consumer-protection law that the legislature passed in 2024, and which became effective on July 31, 2025. Key changes made by the bill includes:

- making "health data" a form of sensitive data that receives certain heightened protections;
- adding a new definition of "sharing" that is distinct from (but which includes) the existing term "selling";
- adding new restrictions on sharing a consumer's health data or selling a consumer's sensitive data; and
- prohibiting certain uses of a digital "geofence" around an entity that provides in-person health care services.

Summary

Section	Description
1	**Definitions.**
	Amends the CDPA to add certain new definitions including for "health data" and "geofence." Adds a definition of "sharing" which is distinguished from (but includes) "selling." Makes health data a form of "sensitive data" under the CDPA.
2	**Scope; exclusions.**
	Clarifies certain exclusions related to information that is currently regulated as health information or health records under federal and state laws. Makes a conforming correction to a cross-reference.
3	**Use of data.**
	Modifies the consent requirement for the processing of sensitive data. Adds new consumer consent requirements regarding both the sharing of health data and the sale of sensitive data. Requires various consents under this subdivision to be

Section	Description

separate and distinct, to be obtained prior to the applicable activity, and to include certain mandated disclosures to the consumer.

4 **Geofence restrictions.**

Creates a new section within the CDPA prohibiting certain uses of a geofence (a newly defined term under section 1 of the bill) around an entity that provides in-person health care services or supplies (another newly defined term under section 1).

5 **Data privacy policies; data privacy and protection assessments.**

Makes conforming changes to the existing CDPA section regarding entities' required data privacy and protection assessments.

6 **Attorney general enforcement.**

Allows the attorney general to enforce certain applicable provisions (i.e. section 4 of the bill) of the CDPA against persons who may not qualify as "controllers" or "processors" under the CDPA generally or as a small business that is subject to section 325M.17 of the CDPA.

7 **Effective date.**

Makes the changes in the bill effective July 31, 2027. Delays application to postsecondary institutions until July 31, 2029, which is when postsecondary institutions first become subject to the CDPA generally.