



The Office of
Minnesota Attorney General Keith Ellison

helping people afford their lives and live with dignity, safety, and respect • www.ag.state.mn.us

Minnesota Consumer Data Privacy Act

Minn. Stat. § 325M.10-.21

Scope of the MCDPA

- The MCDPA applies to entities that conduct business in Minnesota or produce products or services targeted to Minnesota residents and, within a calendar year, control or process personal data of *either*:
 - 100,000+ consumers, or
 - 25,000+ consumers and derive over 25% of gross revenue from the sale of personal data
- Entity-level exemptions: government entities, Indian tribes, chartered banks and credit unions, etc.
- Data-level exemptions: GLBA, HIPAA, FCRA, etc.

MCDPA Business Obligations



Consent



Respond to
Rights Requests



Transparency



Universal Opt-
Out Mechanism



Data
Minimization



Protect Data



Data Inventory



Contract
Requirements



Data Protection
Assessments

MCDPA Consumer Rights

Using Your New Rights

Under the Data Privacy Act, you have the right to keep your data **LOCKED+** by doing the following:



L

Request a **LIST** of third parties where your data was sold.

O

OPT-OUT (say “no”) to businesses selling, profiling, and using targeted advertising with your personal data.

C

Get a **COPY** of the personal and sensitive data a business has about you.

K

KNOW what personal information has been collected.

E

EDIT any inaccuracies in the data.

D

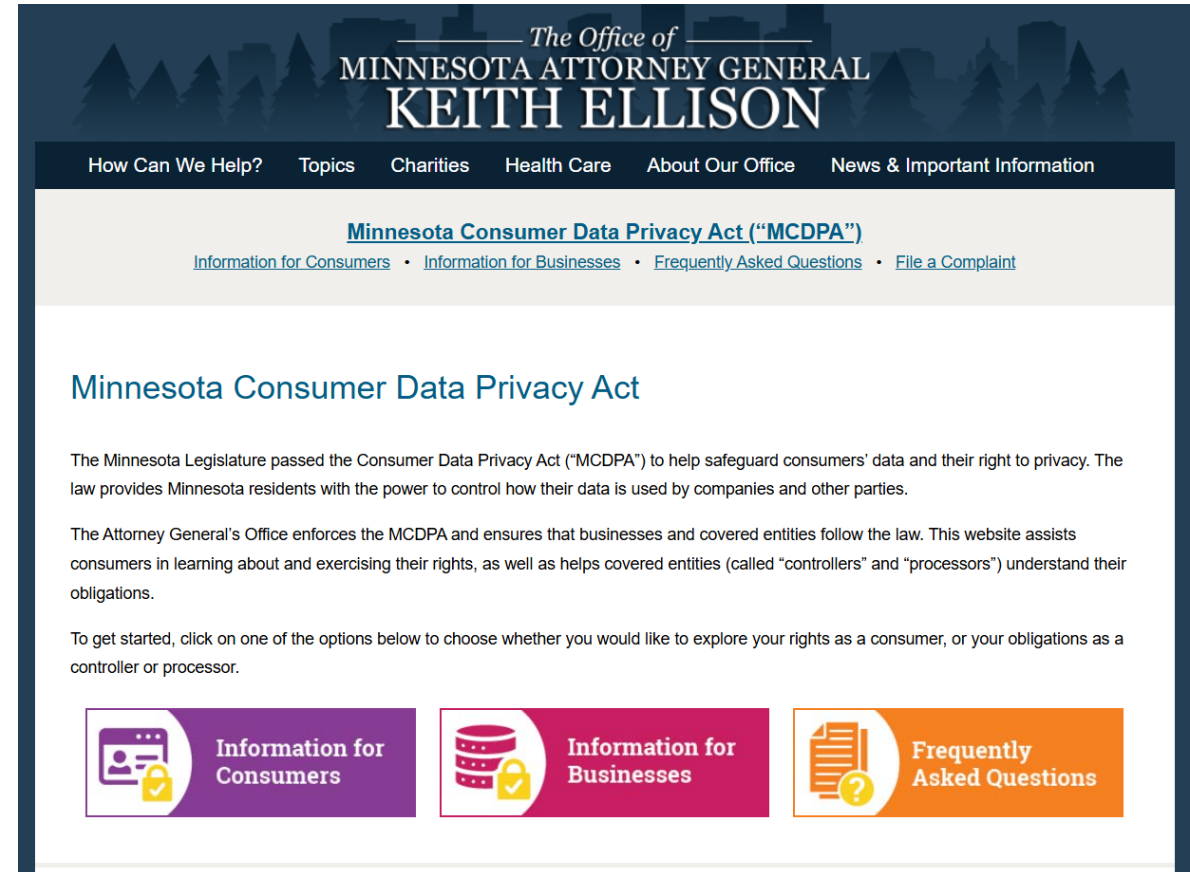
Ask a business to **DELETE** personal and sensitive data.

+

QUESTION the results of an automated decision made about you.

AG Enforcement: First Six Months

- Privacy Team
- Educational Outreach
- Website & Complaint Portal
- Dozens of warning letters
- Early investigations and CIDs



The screenshot shows the website for the Office of the Minnesota Attorney General, Keith Ellison. The header includes the office name and a navigation menu with links for 'How Can We Help?', 'Topics', 'Charities', 'Health Care', 'About Our Office', and 'News & Important Information'. Below the header, there is a section for the 'Minnesota Consumer Data Privacy Act ("MCDPA")' with sub-links for 'Information for Consumers', 'Information for Businesses', 'Frequently Asked Questions', and 'File a Complaint'. The main content area features the title 'Minnesota Consumer Data Privacy Act' followed by two paragraphs of text explaining the act's purpose and the office's enforcement role. At the bottom, there are three colored buttons: a purple button for 'Information for Consumers', a pink button for 'Information for Businesses', and an orange button for 'Frequently Asked Questions', each with a corresponding icon.

The Office of
MINNESOTA ATTORNEY GENERAL
KEITH ELLISON

How Can We Help? Topics Charities Health Care About Our Office News & Important Information


[Minnesota Consumer Data Privacy Act \("MCDPA"\)](#)
[Information for Consumers](#) • [Information for Businesses](#) • [Frequently Asked Questions](#) • [File a Complaint](#)


Minnesota Consumer Data Privacy Act


The Minnesota Legislature passed the Consumer Data Privacy Act ("MCDPA") to help safeguard consumers' data and their right to privacy. The law provides Minnesota residents with the power to control how their data is used by companies and other parties.

The Attorney General's Office enforces the MCDPA and ensures that businesses and covered entities follow the law. This website assists consumers in learning about and exercising their rights, as well as helps covered entities (called "controllers" and "processors") understand their obligations.

To get started, click on one of the options below to choose whether you would like to explore your rights as a consumer, or your obligations as a controller or processor.

 Information for Consumers

 Information for Businesses

 Frequently Asked Questions

Early Observations and Priorities

- Minnesotans care about privacy
- Extensive noncompliance
- Enforcement priorities include:
 - Sensitive Data and Express Consent
 - Universal Opt-Out Mechanisms
 - Consumer Rights Requests
 - Transparency



Thank you

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