AN ACT relating to Internet privacy; prohibiting a data broker from making any sale of certain information collected about a consumer in this State if so directed by the consumer; revising provisions relating to the sale of certain information collected about a consumer in this State; revising the circumstances under which operators of certain Internet websites or online services are authorized to remedy a failure to comply with certain requirements relating to the collection and sale of certain information about consumers in this State; revising provisions relating to the enforcement of requirements concerning the sale of certain information about a consumer; and providing other matters properly relating thereto.

Legislative Counsel’s Digest:
Existing law requires an operator of an Internet website which collects certain items of personally identifiable information about consumers in this State to establish a designated address through which a consumer may submit a verified request directing the operator not to make any sale of covered information collected about the consumer. An operator that receives such a request is prohibited from making any sale of any covered information collected about the consumer. (NRS 603A.345) Section 3 of this bill imposes similar requirements upon a data broker, except that under section 3 a data broker is not authorized to extend the deadline for responding to such a request from a consumer. Section 2 of this bill generally defines a “data broker” to mean a person engaged in the business of purchasing covered information about consumers in this State from operators and other data

SUMMARY—Revises provisions relating to Internet privacy. (BDR 52-987)

FISCAL NOTE: Effect on Local Government: May have Fiscal Impact. Effect on the State: Yes.

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EXPLANATION – Matter in bolded italics is new; matter between brackets [omitted material] is material to be omitted.
brokers and making sales of or disseminating such information. Sections 4 and 5 of
this bill make conforming changes to properly place the new language of sections 2
and 3 in the Nevada Revised Statutes. Sections 6 and 7 of this bill revise certain
definitions to reflect the requirements imposed on data brokers by section 3.

Existing law authorizes the Attorney General to seek an injunction or a civil
penalty against an operator who violates the provisions of existing law requiring the
establishment of a designated request address and prohibiting the sale of covered
information about a consumer who has made a verified request. (NRS 603A.360)
Section 12 of this bill revises this provision to: (1) authorize the court to issue an
injunction and a civil penalty; (2) establish a minimum civil penalty of $500; and
(3) authorize the Attorney General to seek an injunction and a civil penalty against
a data broker who violates the provisions of section 3.

Existing law defines “sale” for the purposes of the provisions of existing law
governing the sale of covered information by operators as the exchange of covered
information for monetary consideration by the operator to a person for the person to
license or sell the covered information to additional persons. (NRS 603A.333)
Section 8 of this bill revises that definition to define “sale” as the exchange of
covered information to another person.

Existing law requires an operator to make available to consumers a notice
containing certain information relating to the collection and sale of covered
information collected through its Internet website or online service. An operator
who fails to comply with that requirement is authorized to remedy the failure to
comply within 30 days after being informed of such a failure. (NRS 603A.340)
Sections 10 and 11 of this bill: (1) authorize an operator to remedy such a failure
only if it is the first failure of the operator to comply with the requirement; and (2)
reduce the amount of time in which an operator is authorized to remedy such a
failure to 10 days.

THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN
SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Chapter 603A of NRS is hereby amended by
adding thereto the provisions set forth as sections 2 and 3 of this act.
Sec. 2. “Data broker” means a person engaged in the
business of purchasing covered information about consumers who
reside in this State from operators or other data brokers and
making sales of or disseminating such covered information.
Sec. 3. 1. Each data broker shall establish a designated
request address through which a consumer may submit a verified
request pursuant to this section.
2. A consumer may, at any time, submit a verified request
through a designated request address to a data broker directing
the data broker not to make any sale of any covered information
about the consumer that the data broker has purchased or will
purchase.
3. A data broker that has received a verified request
submitted by a consumer pursuant to subsection 2 shall not make
any sale of any covered information about that consumer that the data broker has purchased or will purchase.

4. A data broker shall respond to a verified request submitted by a consumer pursuant to subsection 2 within 60 days after receipt thereof.

Sec. 4. NRS 603A.100 is hereby amended to read as follows:

603A.100 1. The provisions of NRS 603A.010 to 603A.290, inclusive, do not apply to the maintenance or transmittal of information in accordance with NRS 439.581 to 439.595, inclusive, and the regulations adopted pursuant thereto.

2. A data collector who is also an operator, as defined in NRS 603A.330, shall comply with the provisions of NRS 603A.300 to 603A.360, inclusive and sections 2 and 3 of this act.

3. Any waiver of the provisions of NRS 603A.010 to 603A.290, inclusive, is contrary to public policy, void and unenforceable.

Sec. 5. NRS 603A.300 is hereby amended to read as follows:

603A.300 As used in NRS 603A.300 to 603A.360, inclusive, and sections 2 and 3 of this act, unless the context otherwise requires, the words and terms defined in NRS 603A.310 to 603A.337, inclusive, and section 2 of this act have the meanings ascribed to them in those sections.

Sec. 6. NRS 603A.320 is hereby amended to read as follows:

603A.320 “Covered information” means any one or more of the following items of personally identifiable information about a consumer collected by an operator through an Internet website or online service and maintained by the operator or a data broker in an accessible form:

1. A first and last name.
2. A home or other physical address which includes the name of a street and the name of a city or town.
3. An electronic mail address.
4. A telephone number.
5. A social security number.
6. An identifier that allows a specific person to be contacted either physically or online.
7. Any other information concerning a person collected from the person through the Internet website or online service of the operator and maintained by the operator or data broker in combination with an identifier in a form that makes the information personally identifiable.

Sec. 7. NRS 603A.325 is hereby amended to read as follows:

603A.325 “Designated request address” means an electronic mail address, toll-free telephone number or Internet website
established by an operator or data broker through which a consumer may submit to an operator or data broker a verified request.

Sec. 8. NRS 603A.333 is hereby amended to read as follows:
603A.333 1. “Sale” means the exchange of covered information for monetary consideration by an operator or data broker to another person for the person to license or sell the covered information to additional persons.
2. The term does not include:
   (a) The disclosure of covered information by an operator or data broker to a person who processes the covered information on behalf of the operator or data broker;
   (b) The disclosure of covered information by an operator to a person with whom the consumer has a direct relationship for the purposes of providing a product or service requested by the consumer;
   (c) The disclosure of covered information by an operator to a person for purposes which are consistent with the reasonable expectations of a consumer considering the context in which the consumer provided the covered information to the operator;
   (d) The disclosure of covered information by an operator or data broker to a person who is an affiliate, as defined in NRS 686A.620, of the operator or data broker; or
   (e) The disclosure or transfer of covered information by an operator or data broker to a person as an asset that is part of a merger, acquisition, bankruptcy or other transaction in which the person assumes control of all or part of the assets of the operator or data broker.

Sec. 9. NRS 603A.337 is hereby amended to read as follows:
603A.337 “Verified request” means a request:
1. Submitted by a consumer to an operator or data broker for the purposes set forth in NRS 603A.345 or section 3 of this act, as applicable; and
2. For which an operator or data broker can reasonably verify the authenticity of the request and the identity of the consumer using commercially reasonable means.

Sec. 10. NRS 603A.340 is hereby amended to read as follows:
603A.340 1. Except as otherwise provided in subsection 3, an operator shall make available, in a manner reasonably calculated to be accessible by consumers whose covered information the operator collects through its Internet website or online service, a notice that:
   (a) Identifies the categories of covered information that the operator collects through its Internet website or online service about consumers who use or visit the Internet website or online service
and the categories of third parties with whom the operator may share such covered information;
(b) Provides a description of the process, if any such process exists, for an individual consumer who uses or visits the Internet website or online service to review and request changes to any of his or her covered information that is collected through the Internet website or online service;
(c) Describes the process by which the operator notifies consumers who use or visit the Internet website or online service of material changes to the notice required to be made available by this subsection;
(d) Discloses whether a third party may collect covered information about an individual consumer’s online activities over time and across different Internet websites or online services when the consumer uses the Internet website or online service of the operator; and
(e) States the effective date of the notice.

2. An operator who has not previously failed to comply with the provisions of subsection 1 may remedy any failure to comply with the provisions of subsection 1 within [30] 10 days after being informed of such a failure.

3. The provisions of subsection 1 do not apply to an operator:
(a) Who is located in this State;
(b) Whose revenue is derived primarily from a source other than the sale or lease of goods, services or credit on Internet websites or online services; and
(c) Whose Internet website or online service has fewer than 20,000 unique visitors per year.

Sec. 11. NRS 603A.350 is hereby amended to read as follows:
603A.350 An operator violates NRS 603A.340 if the operator:
1. [Knowingly] Has not previously failed to comply with the provisions of subsection 1 of that section and knowingly and willfully fails to remedy a failure to comply with [the] such provisions [of subsection 1 of that section] within [30] 10 days after being informed of such a failure; [or]
2. Knowingly and willfully fails to comply with the provisions of subsection 1 of that section after having previously failed to comply with such provisions; or
3. Makes available a notice pursuant to that section which contains information which constitutes a knowing and material misrepresentation or omission that is likely to mislead a consumer acting reasonably under the circumstances, to the detriment of the consumer.
Sec. 12. NRS 603A.360 is hereby amended to read as follows:
1. The Attorney General shall enforce the provisions of NRS 603A.300 to 603A.360, inclusive, and sections 2 and 3 of this act.
2. If the Attorney General has reason to believe that an operator, either directly or indirectly, has violated or is violating NRS 603A.340 or 603A.345, the Attorney General may institute an appropriate legal proceeding against the operator. The district court, upon a showing that the operator, either directly or indirectly, has violated or is violating NRS 603A.340 or 603A.345, may:
   (a) Issue a temporary or permanent injunction; or
   (b) Impose a civil penalty of not less than $500 and not to exceed $5,000 for each violation.
3. If the Attorney General has reason to believe that a data broker, either directly or indirectly, has violated or is violating section 3 of this act, the Attorney General may institute an appropriate legal proceeding against the data broker. The district court, upon a showing that the data broker, either directly or indirectly, has violated or is violating section 3 of this act, may:
   (a) Issue a temporary or permanent injunction; or
   (b) Impose a civil penalty not to exceed $5,000 for each violation.
4. The provisions of NRS 603A.300 to 603A.360, inclusive, and sections 2 and 3 of this act do not establish a private right of action against an operator.
5. The provisions of NRS 603A.300 to 603A.360, inclusive, and sections 2 and 3 of this act are not exclusive and are in addition to any other remedies provided by law.