

One Hundred Sixth Legislature - Second Session - 2020

Introducer's Statement of Intent

LB746

Chairperson: Senator Curt Friesen

Committee: Transportation and Telecommunications

Date of Hearing: February 04, 2020

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB746 creates the Nebraska Consumer Data Privacy Act. The bill defines the procedures in regards to Nebraska consumers know what data is being collected on them, who is collecting it, and if that data is sold to a third party, where and what is being sold.

LB746 also lays out provisions for when a consumer doesn't want information sold, they can restrict that sale and details when a business is and is not required to comply with a consumer's request not to sell or share information collected.

The bill also requires companies to conspicuously place avenues for a consumer to make the request to not sell the information on their website and through a toll-free phone number.

Principal Introducer: _____

Senator Carol Blood