

## Florida's Legislature Takes Gigantic Detour in Privacy Law [Lowndes Tech]

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Lowndes attorney Drew Sorrell discusses the major changes to House Bill 969 and what the new language means for businesses and consumers.

Turns out that Florida's greatest rivalry is not between FSU and UF. Rather, it appears to be between businesses and consumers. At least, that is how it appears to be if you examine the Florida Legislature's latest maneuverings on the proposed Florida Consumer Data Privacy Act.

If you have read my previous writings on this subject or watched the video, you may safely skip the next two paragraphs. In February, the Legislature took up consideration of a bill (in both Houses) that would have aligned Florida with California and Europe in its treatment of consumer privacy. Consumers would have rights concerning the data that businesses possess about them. Governor DeSantis stood behind the bill apparently as a means of striking back at evil "Big Tech" (full disclosure, I am a tech and data governance lawyer).

The proposed law in its previous form (foreshadowing here) would have applied to for-profit businesses that met certain revenue thresholds, possessed a certain number

of Florida consumer records, or exceeded a certain percentage of its business that was data sales or sharing. The original bill would have allowed a private right of action that the Plaintiff's Bar would get to enforce, as well as enforcement by the Florida Department of Legal Affairs.

Well, you may be able to forget at least some of that. [Read more]

This is an excerpt from a blog post originally written on Lowndes Tech.