



The American Privacy Rights Act of 2024

The American Privacy Rights Act of 2024 (APRA) puts people in control of their data by establishing a national standard for data privacy and security.

Establishes Foundational Uniform National Data Privacy Rights for Americans:

- Eliminates the patchwork of state comprehensive laws by setting one national data privacy standard, stronger than any state.
- Minimizes the data that companies can collect, keep, and use about people of all ages to what companies actually need to provide products and services.
- Empowers individuals by requiring companies to let people access, correct, delete, and export their data.
- Gives individuals control over where their personal information goes, including the ability to opt out of the transfer or selling of their data, and allows individuals to stop a company from using their data if the company changes its privacy policy.
- Ensures individuals know when their data has been transferred to foreign adversaries, like China.
- Allows individuals to opt out of targeted advertising from non-first party entities or high impact social media platforms.
- Creates a national data broker registry as well as a data broker “do not collect” and “delete my data” option for individuals.
- Establishes strong protections for children and teens under the age of 17.

Gives Americans the Ability to Enforce Their Data Privacy Rights:

- Gives individuals the right to sue entities that have violated their privacy rights—and recover money for damages when they have been harmed—while ensuring that covered entities may have a chance to cure when applicable.
- If an individual, or their lawyer, fails to comply with the notice requirements, their enforcement action may be suspended.
- Prevents companies from enforcing mandatory arbitration in cases of substantial privacy harms.

Holds Companies Accountable and Establishes Strong Data Security Obligations:

- Mandates strong data security standards to limit data from being hacked or stolen.
- Makes executives take responsibility for ensuring that companies take all actions necessary to protect customer data as required by law.
- Authorizes the Federal Trade Commission, states, and consumers to enforce against violations.

Focuses on the Business of Data, Not Mainstreet Business:

- Small businesses that are not selling their customers’ personal information are exempt from the requirements of this bill.