



Implications of the Utah Consumer Privacy Act

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By: Natasha G. Kohne, Jo-Ellyn Sakowitz Klein

The Utah Consumer Privacy Act (UCPA) was signed into law on March 24, 2022. The comprehensive measure addresses consumer data privacy and gives companies doing business in the state nearly two years to comply. The UCPA bears a greater resemblance to the Virginia Consumer Data Protection Act (VCDPA) than to the California Consumer Privacy Act (CCPA) or the Colorado Privacy Act (CPA), and is more business-friendly than all three. In this post, we provide details on key provisions of the UCPA and highlight how it is different than other comprehensive privacy laws.

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