



# Evolving US State Privacy and AI Governance Laws

Tuesday, 13 May 2025

8:00-9:00 PST

11:00-12:00 EST

17:00-18:00 CET



# Introductions

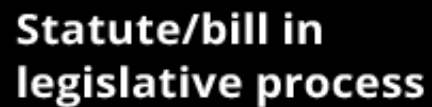


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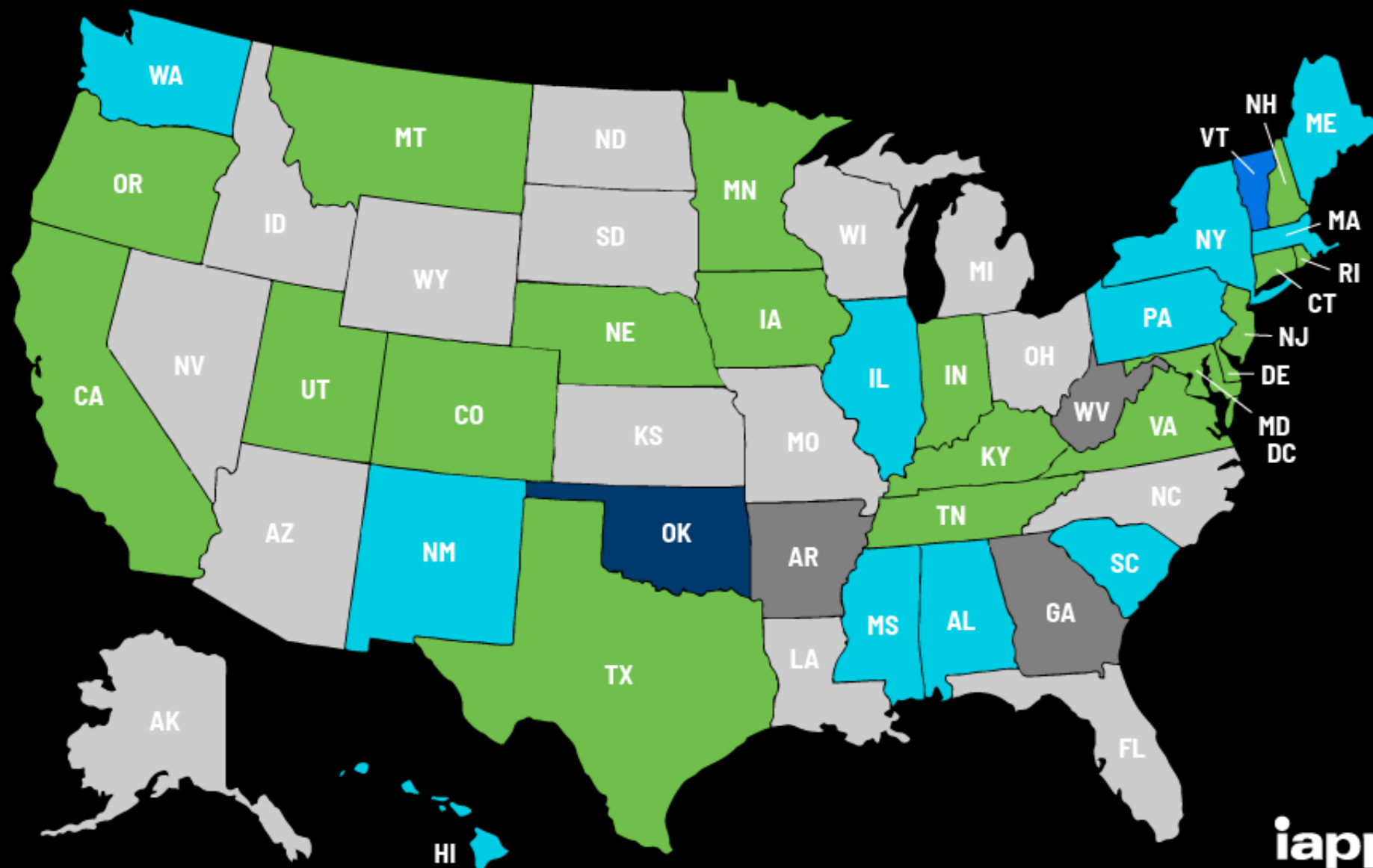


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# US State Privacy Legislation Tracker 2025



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# Outcomes

- 1 | Understand key requirements of Privacy and AI governance
- 2 | Operationalize risk-based planning framework

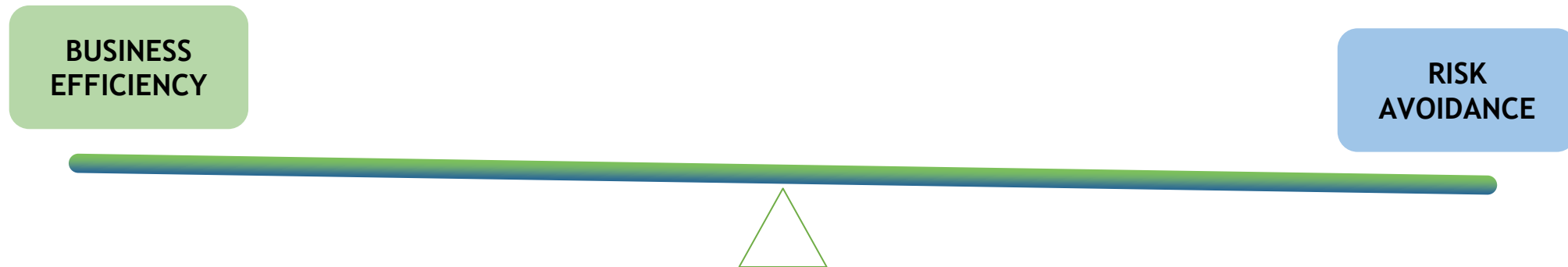
# Agenda

- 1 | USP Law Comparison
- 2 | “Benchmarking” Privacy Laws
- 3 | Growing into AI Governance
- 4 | Q&A

# US Privacy Laws

		Opt-in vs. Opt-out	GPC	DPIA	Automated Decision Making
California		Opt-in for Sale/Share of Minors Data	Required	Required	Regulated
Connecticut		Opt-in for Processing Sensitive Personal Data	Required	Required	Opt-out of Profiling
Virginia		Opt-in for Processing Sensitive Personal Data		Required	Opt-out of Profiling
Colorado		Opt-in for Processing Sensitive Personal Data	Required	Required	Opt-out of Profiling

# Risk Appetite



# Benchmarking Approach



California

- \_\_\_\_\_ “Do Not Sell” Consent Tracking
- \_\_\_\_\_ Consumer Rights Intake
- \_\_\_\_\_ Disclosure Notices

# Beyond California

## Use Case

## Regulation

Biometric Data

Texas



Automated Hiring Decisions

New York



Individual Rights

Maryland



Sensitive Data Collection

Virginia



## Here we go again...



First Comprehensive  
State Privacy Law

1 Jan 2020



First Comprehensive  
State AI Law

1 Feb 2026

# AI Regulation Key Principles

Developer vs. Deployer

Identification of High Risk

Transparency and Disclosure

Fairness and Bias Monitoring

Consumer Rights

# AI Risk Beyond Compliance

Service Degradation

Data Access

Business and Reputational Impact

# How Technology Can Help

- 1 | Built-in regulatory requirements
- 2 | Geolocation-tailored experiences
- 3 | Process Automation

# Key Takeaways

- 1 | Business profile and risk appetite informs strategy
- 2 | Most programs adopt a “benchmark” approach
- 3 | Many core AI Gov principles build on top of what Privacy is doing already

## Q&A

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