

Computer & Communications Industry Association

State Privacy Landscape 2025

The Computer & Communications Industry Association's 2025 State Privacy Landscape report examines the continued growth of state-level privacy legislation across the country. With 20 states now enforcing comprehensive consumer data privacy laws, and many more considering new proposals, the report highlights key trends shaping how states are approaching privacy protections in the absence of a federal standard.

Trends in the report include:

- Stronger transparency requirements
- Expanded protections for minors, and
- Ongoing amendments to existing privacy laws as states refine and clarify their frameworks

While state activity continues to grow, the report warns that increasingly divergent rules could create a patchwork of compliance obligations for businesses and confusion for consumers. CCIA continues to support a uniform federal privacy law to ensure consistent expectations nationwide and promote a trusted, innovation-friendly digital ecosystem.

Key States



California

California remains one of the most active states on privacy policy, advancing new measures on children's protections, opt-out rights, and data management. Governor Newsom recently signed AB 566, AB 656, and SB 361 into law, and rulemaking under the CCPA continues through 2025. Additional updates are expected in the 2025–2026 legislative session.



Massachusetts

Massachusetts considered several consumer privacy proposals this year, though none reached a floor vote. Because the state operates on a full-year legislative cycle, these measures may still move later in 2025 or carry into 2026, keeping Massachusetts an important state to watch.



Vermont

Despite passing major data broker legislation in 2018, Vermont has yet to enact a comprehensive privacy law. The Vermont Data Privacy Act was vetoed in 2024, and two new bills introduced this session did not advance. Privacy remains a priority for key lawmakers in the state ahead of 2026.

As states continue shaping their own privacy rules, CCIA's report highlights the need for clear, technology-neutral, and future-proof standards that protect consumers while ensuring businesses can navigate consistent requirements across the country. CCIA will continue engaging with policymakers to promote legislation that supports innovation and delivers strong, workable privacy protections.

Read the full State Privacy Landscape report at ccianet.org.



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