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DAILY BUSINESS REVIEW "PROPOSED DATA PRIVACY LEGISLATION HEIGHTENS SCRUTINY ON FLA. BUSINESSES"

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By: Geoffrey Lottenberg

Daily Business Review

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"In mid-February, Florida Congresswoman Fiona McFarland proposed House Bill 969 (HB969), which seeks to establish tighter restrictions on the handling of personal information for commercial purposes and to create a private cause of action for breach of those restrictions. HB969 very closely tracks the language of the California Consumer Privacy Act of 2018 (CCPA), which has received substantial praise from data protectionists, and similar to Europe's General Data Protection Regulation (GDPR)."

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