

Privacy Policy Requirements (Maryland) (Goes into effect October 1, 2025):

What Needs to Be In The Privacy Policy?

- ☐ **1. The following is required to be included in a privacy policy** (14-4707):
 - ☐ All categories of personal data processed by the Controller, including sensitive data ;
 - ☐ The Controller's purpose for processing the personal data;
 - ☐ How a consumer may exercise its rights under the law, including how a consumer may appeal a controller's decision regarding the consumer's request and how a consumer can revoke consent
 - ☐ Establish one or more secure and reliable methods for a consumer to submit a request to exercise their rights.
 - ☐ An active e-mail address or another online mechanism that consumers may use to contact the Controller;
 - ☐ Secure and reliable methods for consumers to exercise their rights;
 - ☐ Categories of personal data shared with third parties, including sensitive data,

- ☐ Categories of third parties with which the Controller shares personal data with a level of detail that enables a consumer to understand the type of, business of, or processing conducted by each third party

☐ **2. Additionally, if the Controller sells personal data to third parties or processes personal data for targeted advertising or for the purposes of profiling the consumer in further of decisions that produce legal or similarly significant effects: (14-4707):**

- ☐ The Controller must clearly and conspicuously disclose in unambiguous language such sale or processing.
- ☐ The Controller must clearly and conspicuously disclose in unambiguous language the manner in which a consumer may exercise the right to opt out of the sale or processing.

☐ **3. A Controller may satisfy its obligations by:**

- ☐ Providing a clear and conspicuous link on the Controller's website that allows a consumer or their authorized agent to opt out of the targeted advertising or sale of their personal data
- ☐ Or allowing a consumer to opt-out through an opt-out preference signal.

How Does The Privacy Policy Need To Be Provided? (87-1113):

- ☐ In a reasonably accessible and clear manner.