

# Privacy Policy Requirements (Colorado)

## What Needs to Be In The Privacy Policy?

- ☐ **1. The following is required to be included in a privacy notice** (6-1-1308)(1)(a):
  - ☒ ~~The categories of personal data collected or processed by the controller or a processor;~~
  - ☒ ~~The purposes for which the categories of personal data are processed;~~
  - ☐ How and where consumers may exercise their rights pursuant to the statute, including the controller's contact information and how a consumer may appeal a controller's action with regard to the consumer's request;
  - ☐ The categories of personal data that the controller shares with third parties, if any;
  - ☐ The categories of third parties, if any, with whom the controller shares personal data;
  - ☐ A list of the data rights available and a description of the methods through which a consumer may submit rights to exercise them (4 CCR 904-3, Rule 6.03);
  - ☐ A controller's contact information (4 CCR 904-3, Rule 6.03);
  - ☐ Instructions on how a consumer may appeal a controller's action in response to the consumer's request (4 CCR 904-3, Rule 6.03); and
  - ☐ The date the privacy notice was last updated (4 CCR 904-3, Rule 6.03).

☐ **2. If a controller sells personal data to third parties or processes personal data for targeted advertising** (6-1-1308)(1)(b):

- ☐ The controller shall clearly and conspicuously disclose the sale or processing, as well as the manner in which a consumer may exercise the right to opt out of the sale or processing.
- ☐ The controller shall provide the opt-out method in a clear, conspicuous, and readily accessible notice outside the privacy notice. ((6-1306)(1)(a)(III))

☐ **3. A controller shall not** (6-1-1308) (1)(c):

- ☐ Require a consumer to create a new account in order to exercise a right; or
- ☐ Based solely on the exercise of a right and unrelated to feasibility or the value of a service, increase the cost of, or decrease the availability of, the product or service.

☐ **4. A controller shall specify the express purposes for which personal data are collected and processed** (6-1-1308)(2):

- ☐ In a level of detail that gives consumers a meaningful understanding of how each category of their personal data is used. (4 CCR 904-3, Rule 6.06)

**How Does The Privacy Policy Need To Be Provided?** (6-1-1308) (1)(a):

- ☐ In a reasonably accessible, clear and meaningful manner.