

[LD 1822 An Act to Enact the Maine Consumer Data Privacy Act](#)

Current Legislative Action: Tabled in House.

Previous Legislative Actions: Passed to Be Engrossed in House 71-68, Amended and Passed to Be Engrossed in Senate (in non-concurrence) 18-16.

Summary: The bill would create new data processing rules for data collected by companies online. It would strictly limit the processing and sale of sensitive data, and limit data collection to “reasonably necessary and proportionate to provide or maintain a specific product or service...”

Implications: The bill would make Maine an outlier in the utilization of data by businesses to pursue targeted marketing online.

The bill advanced out of the Maine Senate earlier this month on a largely party-line vote. However, before passage, senators adopted a controversial amendment creating an exemption for political organizations and campaigns, allowing them to continue using targeted digital outreach tools that would be restricted for businesses and many other organizations.

There currently is a broad coalition of Maine businesses warning that the legislation could significantly limit common digital marketing tools, increase compliance costs, and place Maine companies at a competitive disadvantage compared with firms operating in other states. While several states have adopted consumer data privacy laws, Maine’s proposal would be among the most restrictive in the country – potentially making it a national outlier.