



FLORIDA DATA PRIVACY

CHECKLIST



 **USERCENTRICS**

THESE STEPS WILL HELP YOU ACHIEVE COMPLIANCE WITH THE FLORIDA DIGITAL BILL OF RIGHTS (FDBR), WHICH APPLIES TO AND PROTECTS RESIDENTS OF FLORIDA.

The checklist also includes recommended best practices for data privacy-related user experience.



1 Determine if your company is required to comply

If your organization performs all of the following:

- is organized or operated for the profit or financial benefit of its shareholders or owners
- conducts business in the state of Florida
- collects personal data about consumers, or is the entity on behalf of which such information is collected
- determines the purposes and means of processing personal data about consumers alone or jointly with others
- makes in excess of USD 1 billion on global gross annual revenue

As well as satisfies at least one of the following:

- derives 50% or more of its global gross annual revenues from the sale of advertisements online, including providing targeted advertising or the sale of ads online
- operates a consumer smart speaker and voice command component service with an integrated virtual assistant connected to cloud computing service that uses hands-free verbal activation
- operates an app store or a digital distribution platform that offers at least 250,000 different software applications for consumers to download and install



Important to know:

The FDBR came into effect July 1, 2024. It does not apply retroactively.

2 Create a comprehensive Privacy Policy

Purpose: Inform consumers at or before the point of data collection about:

- Categories of personal data processed
- Purposes for which data is processed
- Categories of personal data that the controller shares with third parties, if any
- Categories of third parties the controller shares personal data with, if any

Rights: Inform website visitors of their privacy rights and how to exercise them, including how a consumer may appeal a controller's decision with regard to the consumer's request.

Language: Ensure the Privacy Policy is clear and easy to understand.

Implementation: As a best practice, implement a privacy notice with information about data use, consumers' rights and user options, like consent opt out. Enable consumers to exercise rights, like opting out, via a **banner or popup** when users visit your site, e.g. with a Consent Management Platform.

3 Inform users about their rights

Consumers' rights under the FDBR:

- **Right to know:** whether personal data is processed and receive confirmation
- **Right to access:** request and receive a copy of their personal data
- **Right to disclosure:** request and receive a list of the categories of third parties to which the controller has disclosed the consumer's personal data
- **Right to correction:** updates or corrections to inaccuracies in personal data collected
- **Right to deletion:** personal data that has been collected about them (with exceptions)
- **Right to data portability:** copy of personal data must be provided in a portable and readily useable format
- **Right to opt out:** of processing of personal data for the purposes of sale, targeted advertising, or profiling for decisions that would affect the consumer in a legal or similarly significant way
- **Right to nondiscrimination:** for exercising privacy rights
- **Right of minors:** consent must be obtained from a parent/guardian before children's (under age 18) personal data is collected
- **Right to restrict use of sensitive personal information:** limit or refuse the collection or use of personal data the law classifies as sensitive

4 Review and update your Privacy Policy or Notice every 12 months

Review your operations and potential changes in the law every 12 months. Updating your Privacy Policy information and the **effective date**. Effective date should be updated even if you don't make any other changes to the Policy.

Transparency: Ensure that the information that users must be notified about is clear, comprehensive and up to date. Ensure that the date of the last update is clearly visible.

Data sold: List all the categories of personal information that your business has sold in the past 12 months.

5 Enable clear options when consent is required

When: If the personal data collected is sensitive or that of a child

Availability: Easily accessible on your website

Method: Via the use of a Consent Management Platform (CMP)

6 If you engage in the sale of biometric personal data, you must provide the following text: "NOTICE: This website may sell your biometric personal data"

Availability: Easily accessible on your website homepage or footer or in the Privacy Policy.

Method: Via the use of a Consent Management Platform (CMP).

7 If you engage in the sale of sensitive personal data, you must provide the following text: "NOTICE: This website may sell your sensitive personal data"

Availability: Easily accessible on your website homepage or footer or in the Privacy Policy.

Method: Via the use of a Consent Management Platform (CMP).

8 If you engage in the sale of personal data to third parties or process it for targeted advertising, you must clearly and conspicuously disclose that process

Availability: Easily accessible in the Privacy Policy.

Method: Via the use of a Privacy Policy Generator.

9 Authenticate consent for collection of sensitive personal data or data from minors

Sensitive personal data: Consent is required for processing of sensitive personal data.

Consent for children: Obtain consent from a parent or legal guardian for collection of personal data if the data subject is 18 or younger.

10 Enable consumers to make Data Subject Access Requests (DSARs)

Provide **one or more contact options**, e.g. toll-free phone number, web form, email.

Set up a system to enable submission of DSARs.

11 Set up a system to verify Data Subject Access Requests (DSARs)

Enable consumers to **attach documentation** when submitting a request, to enable secure verification of their identity and residency.

Set up a system to enable submissions for verification requests.

If your business cannot reasonably verify the consumer's identity to the appropriate degree of certainty, it must **inform the consumer and explain** why the request could not reasonably be verified, and enable the consumer to rectify.

12 Keep track of Data Subject Access Requests (DSARs)

Set up a system to track all requests.

Time period: keep records of all requests and your business responses **for 2 years** after the last consumer interaction.

13 Fulfill Data Subject Access Requests (DSARs)

Standard time period: **within 45 days**.

Extended time period: **up to 60 days**.

Usercentrics solutions enable your business to achieve and maintain FBDR compliance. Do you have questions?

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