

# DATA PRIVACY: FEDERAL REGULATION OR A STATE-BY-STATE MAZE OF RULES?

Alison Pepper  
EVP, Government Relations, 4A's  
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# Federal Privacy Legislation – What's the Hold-Up?

Private Right Of Action



Federal Preemption



# New Federal Privacy Legislation Continues To Be Introduced

Congress Is Very Focused On Section 230 Reform  
And Social Networks & Platforms In General.

**Data Privacy – 2**

**Data Security & Breach Notification – 1**

**Financial Privacy – 1**

**Health Privacy – 2**

**Location Privacy – 1**

***Section 230 Reform – 6***

***Social Networks & Platforms -7***

# It's Easy To See The Focus On 230 And Social Networks And Platforms

## TikTok hit with biometric data privacy suit under GDPR

🕒 Apr 26, 2021 | [Chris Burt](#)

CATEGORIES [Biometrics News](#) | [Commercial Applications](#) | [Facial Recognition](#)



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### Twitter's Tip Jar can show your home address if you're not careful, researcher finds

Twitter says it will add a prompt alerting people about apps sharing info.

May 7, 2021, 11:56 am\* Tech Andrew Wyrnich



## Google is facing a lawsuit after a privacy flaw in its contact tracing tech exposed Android users' data to third-party apps

AT SOCIAL MEDIA HEARING, LAWMAKERS CIRCLE ALGORITHM-FOCUSED SECTION 230 REFORM – TECHCRUNCH

### Senate panel mulls revoking immunity, citing COVID scams online

May 8, 2021, 08:00am EDT | 7,635 views

## All The Ways Facebook Tracks You And How To Stop It



**Kate O'Flaherty** Senior Contributor @  
[Cybersecurity](#)  
*I am a cybersecurity journalist.*

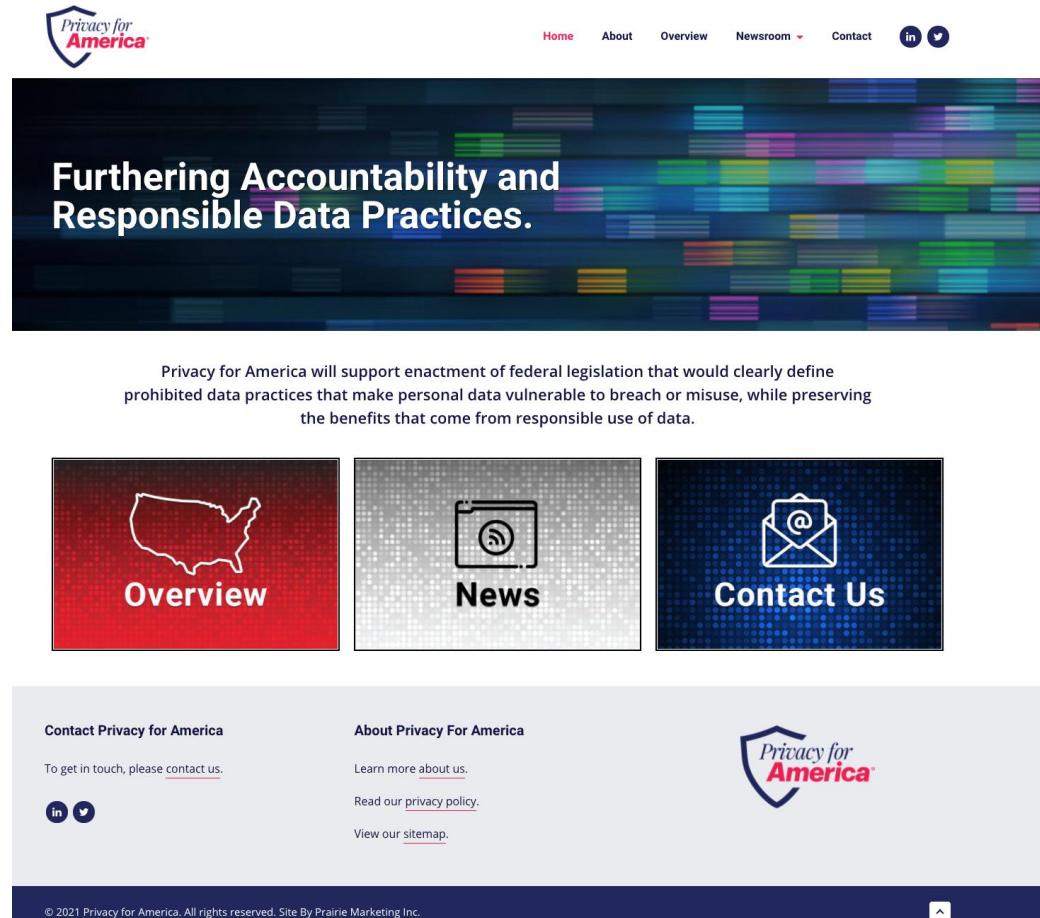
### Privacy: Apple users say 'no thanks, Facebook'

Turns out almost nobody wants to be tracked online.

By David Braue on May 10 2021 07:58 PM

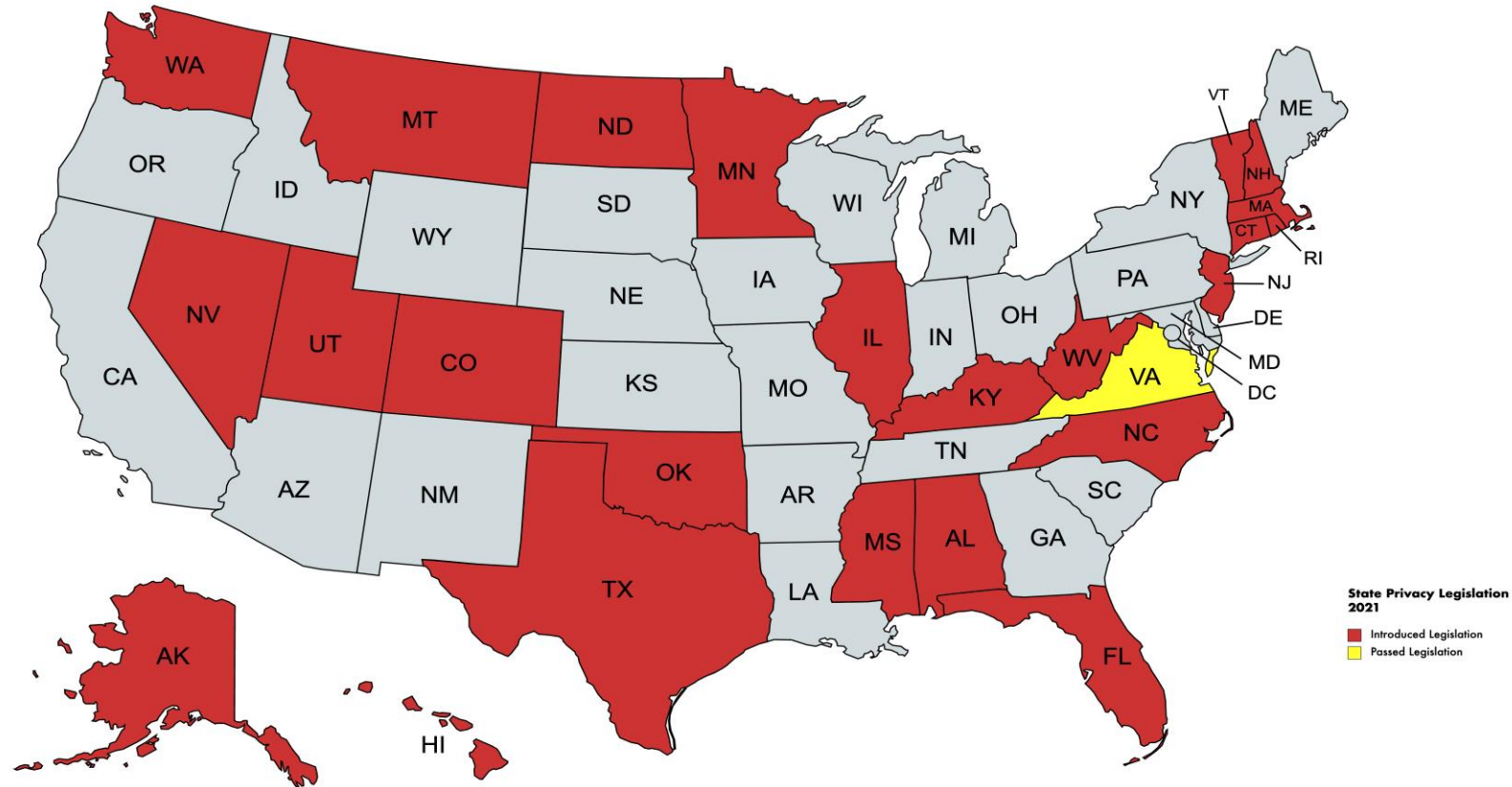
## Section 230 Reform: Left and Right Want It, for Very Different Reasons

# Privacy For America Relaunch



After A Hiatus Year Due To COVID-19, Privacy For America Is Relaunching With Hill Day Outreach In Spring Of 2021.

# States Continue To Move Privacy Legislation



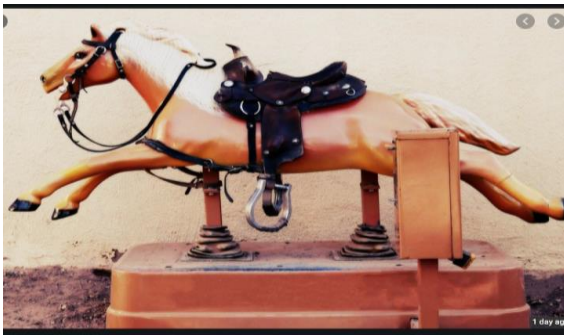
# Why Did Florida Fail At The 11<sup>th</sup> Hour?

## Private Right Of Action



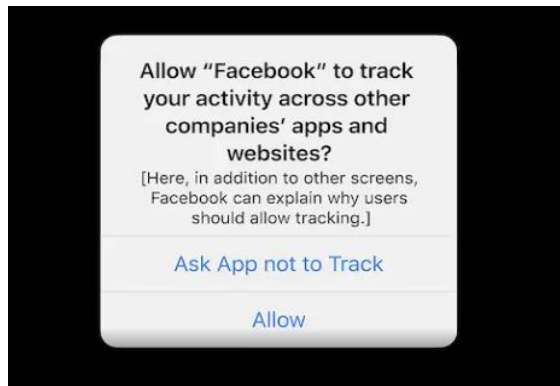
- Governor DeSantis Wanted Social Media De-Platforming And Transgender Sports Legislation.

## Horse Trading



# Google And Apple Roll-Out Privacy Changes

## Apple iOS 14.5.1 With ATT

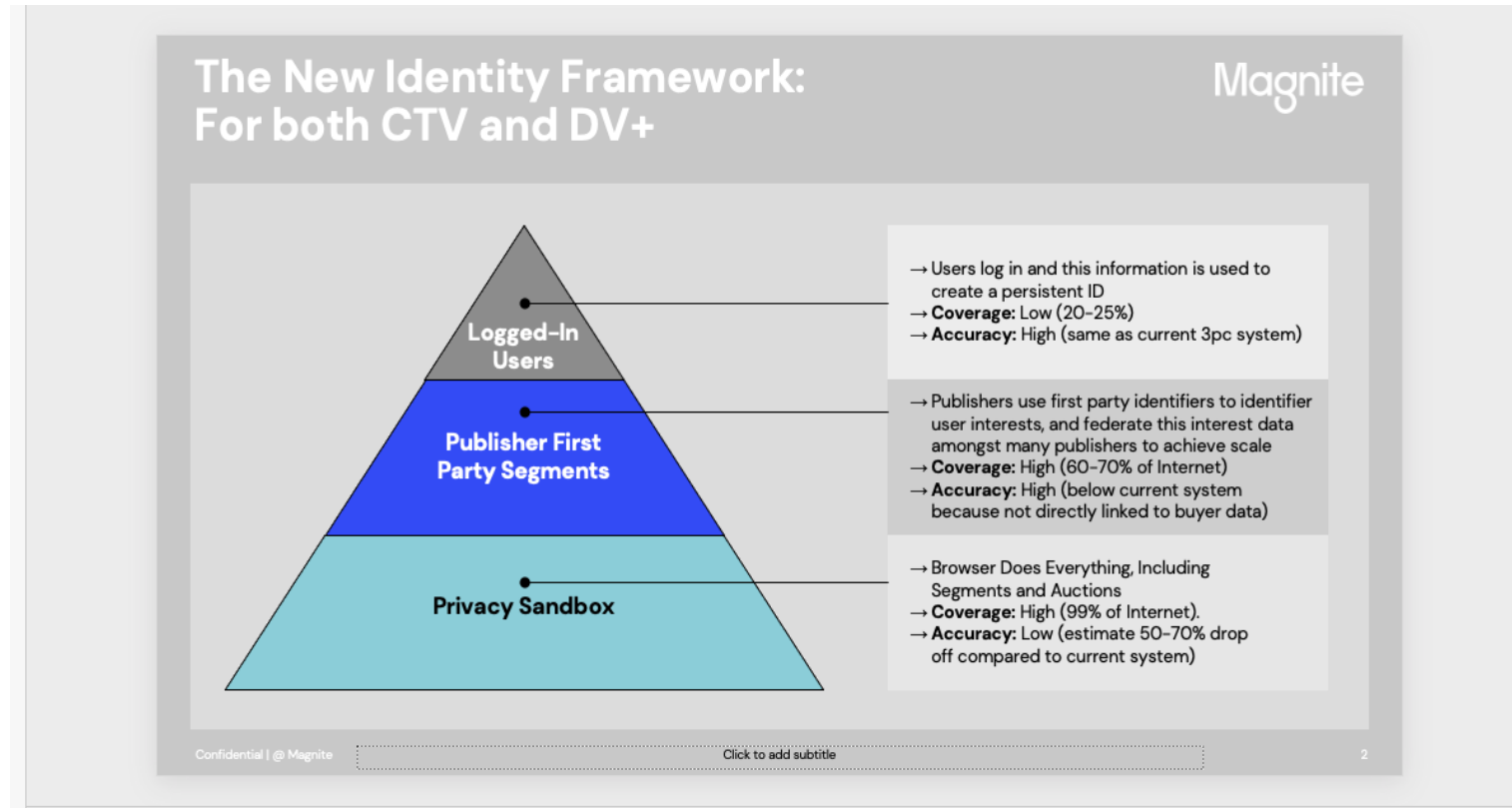


## Google FLoC

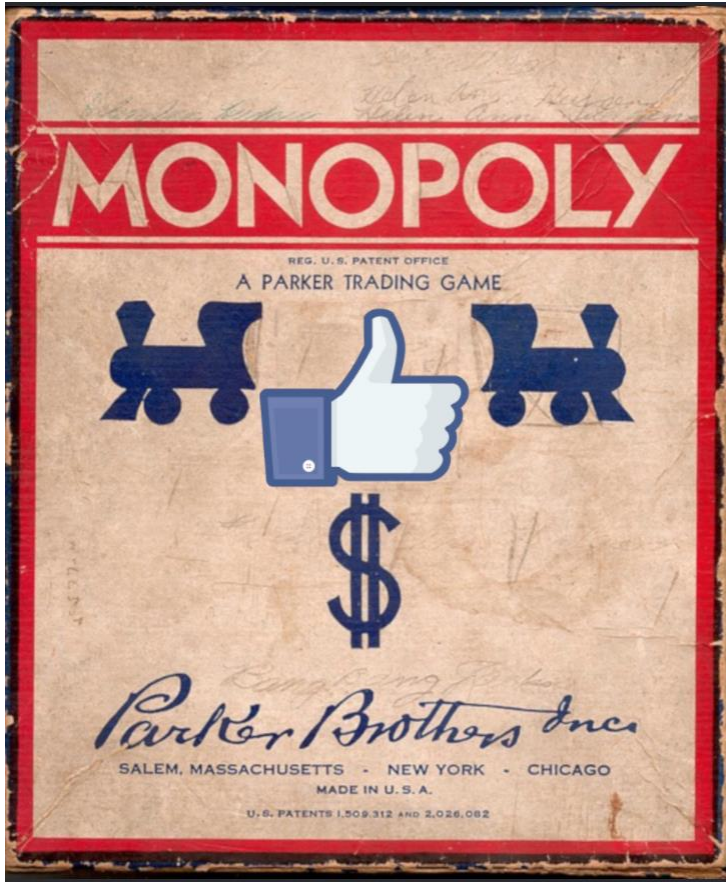




# What Is The Future Of Personalized Advertising?



# The Wild Card Of Antitrust



- **FTC, DOJ, And State AG's All Pursuing Claims Against Google And Facebook.**
- **EU Pursuing Claims Against Apple.**
- **Private Litigation (Epic v. Apple).**
- **New Legislation Being Proposed.**
- **New FTC And White House Appointments.**