



The Utah Consumer Privacy Act

Understanding Consumer Rights under the UCPA and its Impact on Utah Businesses

In December 2023, the Utah Legislature enacted legislation known as the Utah Consumer Privacy Act (UCPA), ushering in a new era of data privacy rights for Utah residents. This pivotal Act places stringent responsibilities on both controllers and processors who either conduct business in Utah or offer products and services to its residents. It's paramount for legal professionals advising businesses in these categories to understand the UCPA's requirements comprehensively. The legislation not only mandates rigorous protection of personal data but also obligates businesses to transparently inform consumers about their rights and the mechanisms available for them to exercise these rights. As attorneys dedicated to guiding businesses through the evolving landscape of data privacy law, it's crucial to grasp the intricacies of the UCPA to ensure your clients remain compliant and uphold the trust of their consumers.

Save the date for July 2, 2024, at 11:45 AM for a networking lunch and panel discussion at the University of Utah's S.J. Quinney College of Law with experts and regulators of the UCPA. The panel discussion will start at 12:30 PM in the Moot Courtroom after the luncheon. Panelists include:

- David Sonnenreich, Director of the Antitrust and Data Privacy Division, Utah Attorney General's Office
- Katie Hass, Director of the Utah Division of Consumer Protection

A livestream registration option is also available.

This is a great opportunity to learn more about this new law and earn 1.0 CLE (Continuing Legal Education) credit. A brief Q&A will follow the panel discussion. To receive the CLE credit, attendees must attend the entire panel discussion (12:30-1:30 pm).



Our Partners



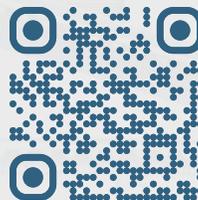
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S.J. Quinney College of Law

Lunch will be included with the free registration for in-person attendees who register by June 30. Registration for the livestream will be available until 10:00 AM on the morning of the session. Register today to secure your spot.

Registration Link:



<https://dcp.utah.gov/UCPA/CLE>