

Georgia

Georgia Consumer Privacy and Protection Act (SB 473)

Score: 8/100

F

The Georgia Consumer Privacy and Protection Act (SB 473) has passed the Georgia Senate and is being considered in the state's House of Representatives. Unfortunately, this bill does little to protect consumers' data and would allow Big Tech to continue profiting off of consumer data without restriction.

If passed as currently written, Georgia's law would receive an F for failing to protect consumers' data privacy and security.

Georgia's bill is based on Virginia's failing privacy law. Originally drafted by Amazon, Virginia's weak law has become the model pushed by tech lobbyists in Republican states. The Georgia Consumer Privacy and Protection Act is even more industry-friendly than the Virginia "model" because of tweaks, including a higher applicability threshold so that the law only covers businesses making more than \$25 million.

If Georgia passes this bill, it will join the six other states that received Fs on our scorecard.

Missing provisions:

- Allows companies to collect as much data as they want, and use it however they want, as long as they disclose it in a privacy policy that no one ever reads
- No ability for consumers to hold companies accountable for violations of the law in court
- No ability for the Attorney General to write clarifying rules to the law to keep pace with technology
- Requires consumers to opt-out individually on every website rather than allowing the use of a universal opt-out mechanism as other states such as Texas, Montana, and New Hampshire have done
- No stronger protections for minors' data

Read the full [State of Privacy](#) report for more.