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Perkins on Privacy

## Utah Joins California, Colorado, and Virginia With Omnibus Privacy Law

Companies doing business in the United States should start preparing for the Utah Consumer Privacy Act, which was signed into law on March 24, 2022, and will go into effect on December 31, 2023. The law is more business-friendly than existing omnibus state privacy laws, in that it generally provides fewer consumer rights and company obligations. This update describes the law's key features and how to prepare for compliance.

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