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Privacy Law Recap 2024: Regulatory Enforcement

This year saw significant enforcement activity from the Federal Trade Commission on privacy, data security, and related technology topics, particularly with respect to location information, health, and other sensitive data; data brokers; children's privacy and online safety; and consumer protection issues related to artificial intelligence. State-level privacy enforcers, such as those in Texas and California, were active as well, often in areas overlapping with federal enforcement.

This Update provides highlights from the year and offers a preview of what to watch for in 2025, including at the FTC, where the new year will bring substantial changes.

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