

Insights

Florida Privacy Bill and Your Consumer Data

Lowndes Legal Talk

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Melody B. Lynch

The Florida legislature is likely to enact sweeping new data privacy legislation that will require pervasive changes in how companies will have to protect and track the data that they collect from Florida consumers. The statute is long, complicated and will be expensive to comply with.

Tune in to Lowndes Legal Talk as attorney **Melody Lynch** discusses how your business may be affected and what you can do now to prepare for the anticipated new requirements.

Topics covered include:

- A brief overview of the bill
- Which businesses will need to comply
- What types of consumer data will be affected
- How businesses will be required to change their data collection and storage to comply