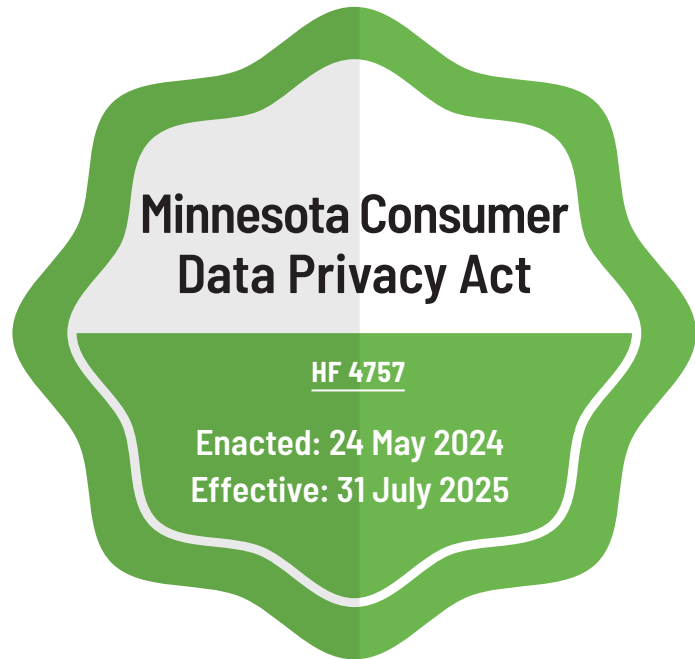


# Snapshot of Comprehensive US State Privacy Law: Minnesota



As the second bill passed in 2024 as part of a larger omnibus bill, Minnesota's privacy law took the state privacy landscape in new directions with its provisions addressing profiling. Under the bill, a consumer "has the right to question the result of the profiling, to be informed of the reason that the profiling resulted in the decision, and, if feasible, to be informed of what actions the consumer might have taken to secure a different decision in the future." With increased reliance on privacy laws to address proliferating artificial intelligence harms, Minnesota's profiling framework could spread to other states.

APPLICABILITY THRESHOLDS		
Does business in the state of Minnesota	AND	controls or processes the personal data of 100,000 or more unique consumers
		OR controls or processes the personal data of 25,000 or more unique consumers and derives more than 25% of its revenue from the sale of personal data.

KEY DEFINITIONS	
Consumer	"A natural person who is a Minnesota resident acting only in an individual or household context."
	"Does not include a natural person acting in a commercial or employment context."
Controller	"The natural or legal person who, alone or jointly with others, determines the purpose and means of the processing of personal data."
Processor	"A natural or legal person who processes personal data on behalf of the controller."
Third party	"A natural or legal person, public authority, agency, or body other than the consumer, controller, processor, or an affiliate of the processor or the controller."
Personal data	"Any information that is linked or reasonably linkable to an identified or identifiable natural person."
	"Does not include publicly deidentified data or publicly available information."
Sale	"The exchange of personal data for monetary or other valuable consideration by the controller to a third party."
	Does not include the disclosure of personal data: <ul style="list-style-type: none"> <li>→ To a processor that processes the personal data on the controller's behalf.</li> <li>→ To a third party for purposes of providing a product or service requested by the consumer.</li> <li>→ To the controller's affiliate.</li> <li>→ When the consumer directs the controller to disclose the personal data or intentionally uses the controller to interact with a third party.</li> <li>→ That the consumer intentionally made available to the general public through a mass media channel and did not restrict to a specific audience.</li> <li>→ To a third party as part of a merger or acquisition.</li> </ul>
Child	The same meaning as provided in the COPPA, which designates a child as someone under 13 years of age.

EXEMPTIONS	
Government	E
Nonprofits	⊗*
Higher education	⊗*
National securities associations	⊗
Employee/commercial B2B	D
GLBA	D
HIPAA	D
FERPA	D
FCRA	D
DPPA	D

E Entity-level exemption    D Data-level exemption    ⊗ No exemption

\*Note: Nonprofits that detect insurance fraud are exempt. Postsecondary institutions regulated by the Office of Higher Education are not required to comply until 31 July 2029.

CONSUMER RIGHTS		
Access	✓	
Correct	✓	
Delete	✓	
Opt out of processing for ...	Targeted advertising/cross-contextual behavioral advertising	✓
	Sale of personal data	✓
	Profiling	✓
Portability	✓	

✓ Applies to all personal data of a consumer held by a regulated entity

SENSITIVE INFORMATION	
Recognized categories of sensitive information:	✓
<ul style="list-style-type: none"> <li>→ Racial or ethnic origin</li> <li>→ Religious beliefs</li> <li>→ Mental or physical health data e.g., conditions, diagnoses, treatments</li> <li>→ Sexual orientation/sexuality</li> <li>→ Citizenship or immigration status</li> <li>→ Genetic or biometric data for purposes of uniquely identifying an individual</li> <li>→ Personal data of known child</li> <li>→ Precise geolocation</li> </ul>	

View the full IAPP US State Comprehensive Privacy Laws Report for all 19 snapshots.

