



## Support Senate Bill 1343 to Streamline Access to Personal Data Privacy Rights for Data Held by Data Brokers

### Background: Data Brokers and Personal Data Privacy Rights

Data brokers have historically operated in the shadows, collecting massive amounts of personal data and often selling it to the highest bidder without regard for consumer harms, such as frauds and scams. Two bills were adopted during the 88<sup>th</sup> Legislative Session that created important accountability and transparency for data brokers and established new personal data privacy rights:

- [Senate Bill 2105](#) established a data broker registration requirement under the Texas Secretary of State, mandated public disclosure of information about data collection and data handling practices, and created a comprehensive information security program to safeguard personal data; and
- [House Bill 4](#), the Texas Data Privacy and Security Act, established personal data privacy rights, including the right to know what data is being collected by covered companies, the right to correct personal data, the right to have personal data deleted, and the right to opt out of the collection and sale of personal data, which also apply to data brokers.

As part of the process to review the effectiveness of these new rights, The Texas Department of Information Resources solicited public comment and [published a study](#) that was submitted to the Texas Legislature in December of 2024. **The study recommendations include streamlining the opt-out process to ensure people can more easily access their data privacy rights, as well as providing for more comprehensive data broker registry information.**

### Policy Recommendations

[Senate Bill 1343](#) takes an important step towards streamlining access to information on how to opt-out of personal data collection, as well as other data privacy rights, by enhancing the data broker registry. It enables Texans who access the registry to more easily locate important information about exercising their existing data privacy rights by:

- ✓ **Requiring data brokers, during their annual registration with the Texas Secretary of State, to include a link to a page on the data broker's website that provides consumers with specific instructions on how to exercise their data privacy rights, and**
- ✓ **Ensuring that any future changes made to the consumer rights granted under the Texas Data Privacy and Security Act will be reflected in the annual registration requirements for data brokers.**

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