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Utah Becomes Fourth State to Adopt Privacy Legislation

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On March 24, Governor Spencer J. Cox signed the Utah Consumer Privacy Act (UCPA), making Utah the fourth state in the country to adopt a comprehensive privacy law. The UCPA is set to take effect on December 31, 2023, and this law's substantive requirements closely mirror the Virginia Consumer Data Protection Act (VCDPA). The UCPA includes broad exemptions for businesses and data subject to federal sector-specific privacy regimes, and all enforcement will be carried out by the Utah attorney general. A summary of this law is available [here](#), and an analysis of how other privacy bills have fared in state legislatures this year is available [here](#).

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