CONSUMER DATA

PRIVACY RIGHTS AND

KENTUCKY LAW

- Data Breach Notification
 - Private Sector (KRS 365.732)
 - Public Sector (KRS 61.931-934)
- NOTHING ELSE

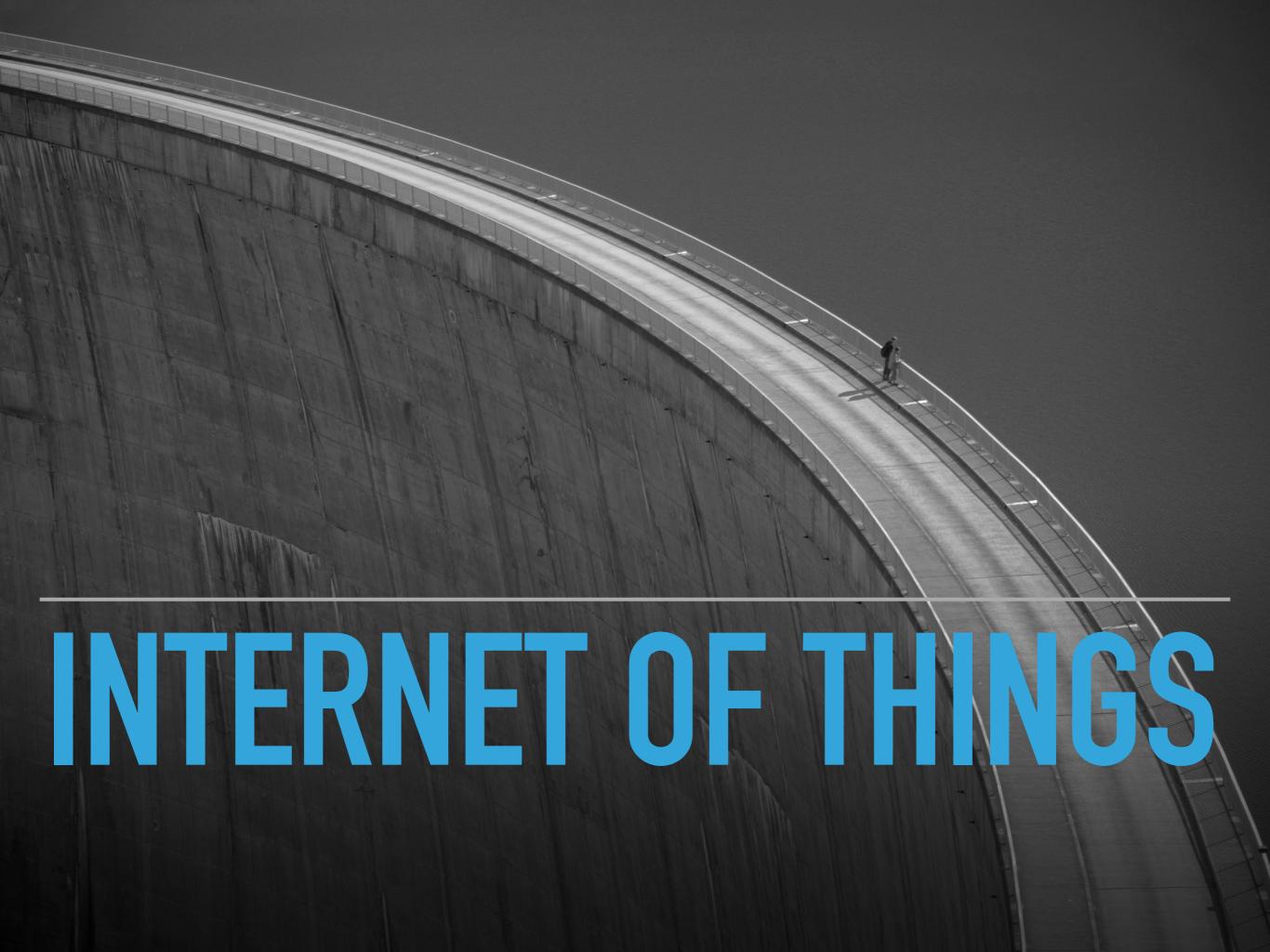
ELSEWHERE

- 2018: General Data Protection Regulation (GDPR), EU
- 2018: VT's data broker opt-out
- > 2019
 - CT creates task force to study what data should be protected
 - IL restricts use of DNA info (i.e., 23&me, Ancestry)
- 2020: CA's Consumer Privacy Act goes into effect

2019 SESSION

SB195: The Internet of Things "IOT"

SB243: Location Data









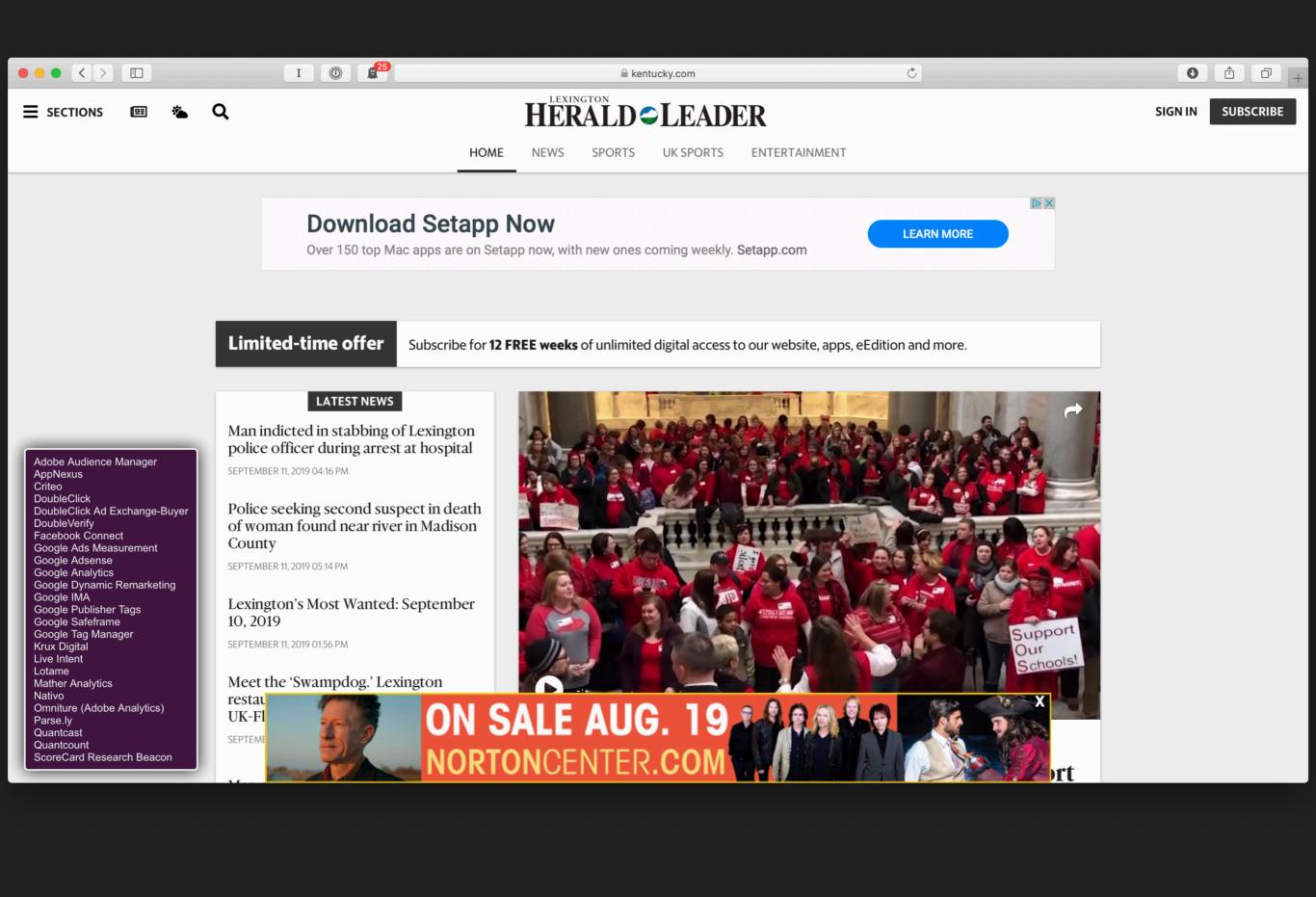
WHERE ELSE IS THE IOT?

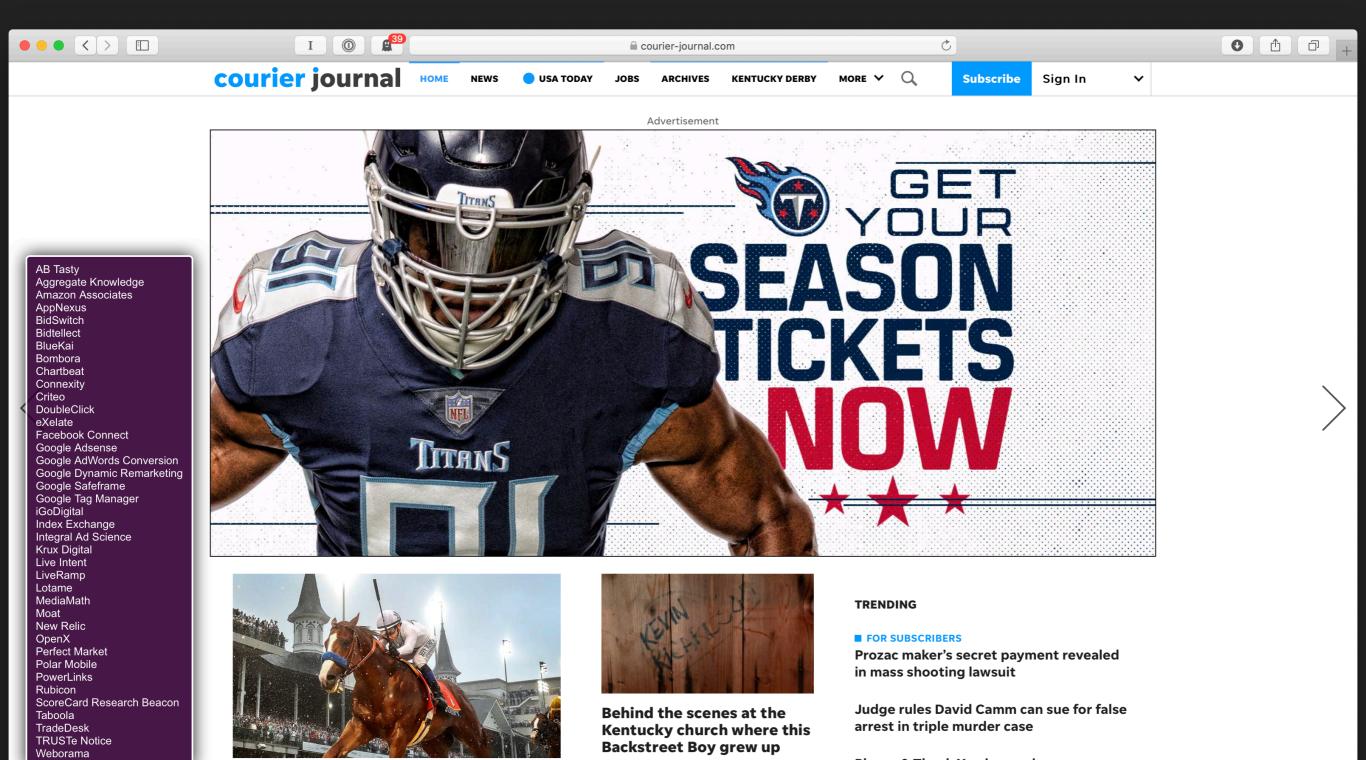
- Consumer (appliances, thermostats and HVAC, doorbells, cameras, TVs, stereos, digital assistants, routers, streaming boxes, lights, cars)
- Medical (pacemakers, medical equipment, IT terminals, HVAC, cameras, TVs, routers, lights, waste systems, HR/personnel systems)
- Commercial (retail, agricultural and industrial applications, machines, transportation systems and vehicles, logistics, environmental systems, cameras, facial recognition)
- Government ("smart cities," traffic systems, 911, public safety, utility systems, critical infrastructure)

WHY THIS THIS IMPORTANT?

- 5 Quintillion Bytes produced every day
- 30 Billion Devices
- Who keeps and controls it?
- ► How secure is it?
- "Big Data" and Machine Learning ("ML")
- Risk: sky's the limit

CONSUMER LOCATION DA





Open "https://www.courier-journal.com/story/sports/horses/triple/derby/2019/09/11/justify-reportedly-failed-drug-test-weeks-before-kentucky-derby-win/2294633001/" in a new tab



Source: Dallas Morning News

- https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-themind-blowing-stats-everyone-should-read/
- https://www.linkedin.com/pulse/10-most-terrifying-iot-security-breaches-so-far-you-arent-montgomery
- https://www.dallasnews.com/business/restaurants/2019/08/23/chick-fil-customers-go-sundays-d-fwcompany-answer-not-popeyes
- https://www.cnet.com/features/amazons-helping-police-build-a-surveillance-network-with-ringdoorbells/
- https://www.theatlantic.com/technology/archive/2019/01/walgreens-tests-new-smart-coolers/581248/
- https://www.nytimes.com/2018/07/23/smarter-living/how-to-stop-your-smart-tv-from-tracking-whatyou-watch.html
- ► SB 195 (2019): https://apps.legislature.ky.gov/record/19rs/sb195.html
- ▶ SB 243 (2019): https://apps.legislature.ky.gov/record/19rs/sb243.html



THANK YOU.

Whitney Westerfield