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July 18, 2024

## Question of the Week:

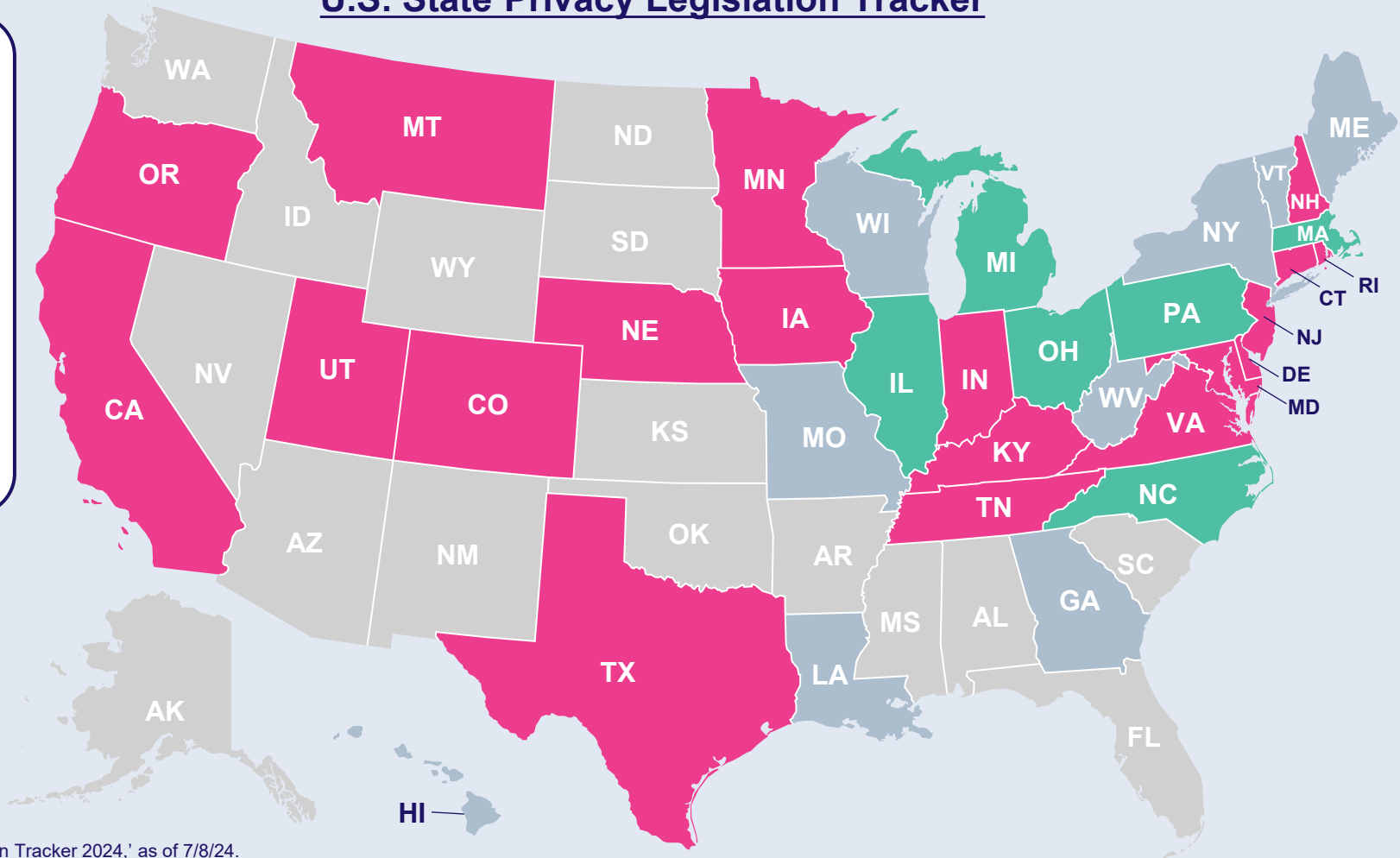
“What states have passed data privacy laws in the U.S.?”

# As of July 2024, 19 states have now enacted comprehensive data privacy legislation with another six states actively reviewing a bill for regulation

## U.S. State Privacy Legislation Tracker

### Legend

- =Law Passed & Signed (19 states)
- =Active Bill In Committee (6 states)
- =Inactive Bill (9 states)
- =No Comprehensive Bill Introduced Yet (16 states)

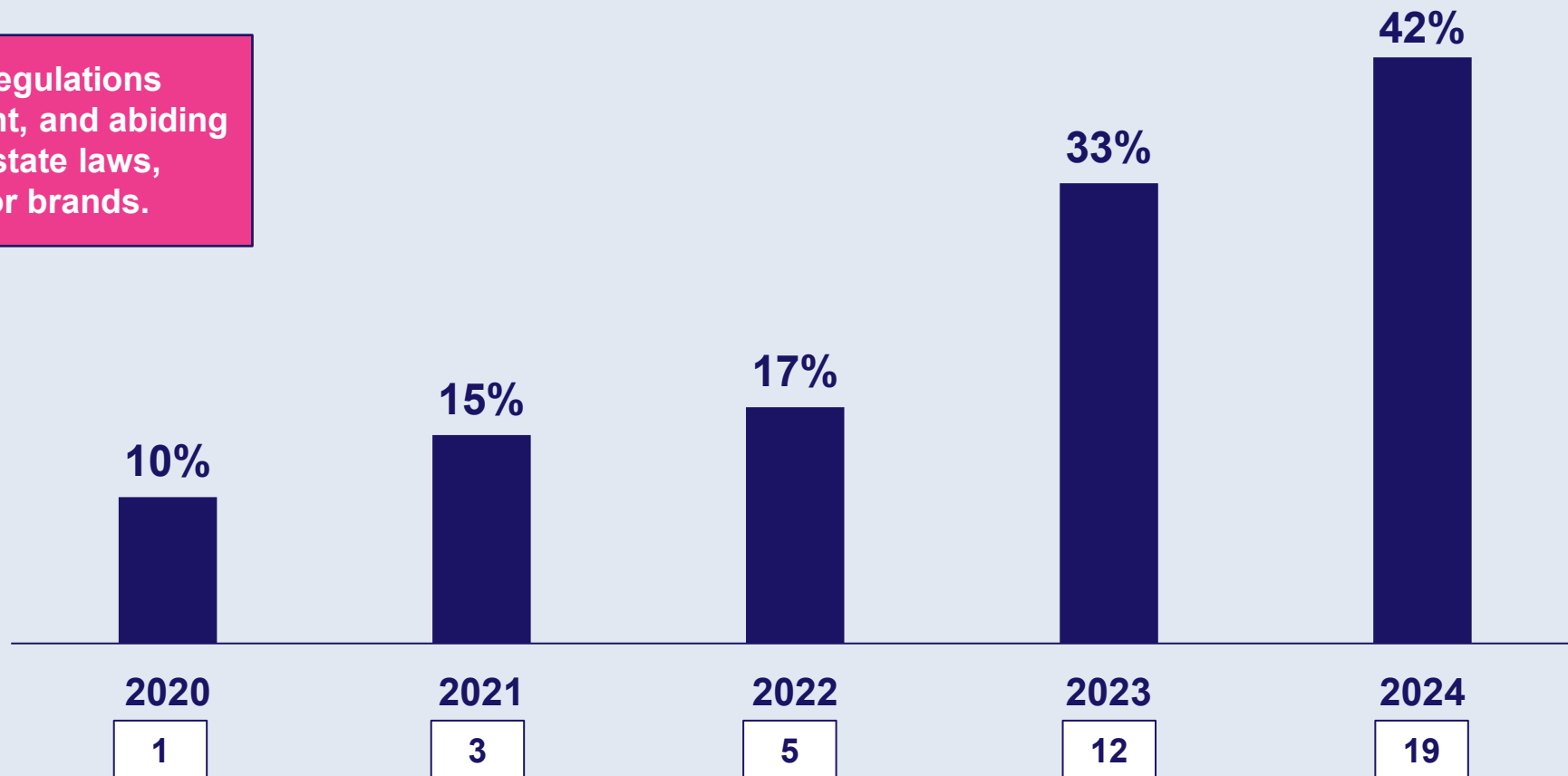


Source: IAPP, 'US State Privacy Legislation Tracker 2024,' as of 7/8/24.

# Data privacy regulations through state legislations now collectively cover over 40% of total U.S. HHs, a significant increase in just the last two years

% of Total U.S. HH Population in States That Have Signed Laws on Data Privacy

This patchwork of regulations makes measurement, and abiding by all the separate state laws, more challenging for brands.



Source: IAPP, 'US State Privacy Legislation Tracker 2024', as of 7/8/24. \*Nielsen Universe Estimates, January 1, 2024, Total U.S. HHs.

# Download our full report below to learn how marketers can protect their customers and brand as data privacy legislation continues to increase

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Also check out our complete three-part series which will help you understand, decode and navigate data privacy and security

# UNDERSTAND

The momentum of data privacy & security legislation



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# DECODE

data privacy and security



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# NAVIGATE

Marketing in privacy focused landscape



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# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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