



Representative Andi Story

Alaska State Legislature

Sectional Analysis

HB 367

Version 34-LS1485\N

"An Act relating to the privacy of consumer personal information; establishing the Consumer Personal Information Privacy Act."

As of 11 March 2026

Section 1: Amends AS 44.33.020(a) to require the Department of Commerce, Community, and Economic Development to establish and maintain a data broker registry under AS 45.48.900.

Sections 2: Amends AS 45.48.430(b) to add a reference to AS 45.48.800–45.48.945, the Consumer Personal Information Privacy Act created by this bill.

Section 3: Amends AS 45.48.450(b) to allow disclosure of a social security number to an independent contractor to facilitate the original transaction for which it was provided, while prohibiting unauthorized use or further disclosure. Defines 'independent contractor' to include a debt collector.

Section 4: Adds new Article 6A (AS 45.48.800 – 45.48.945), establishing the Consumer Personal Information Privacy Act.

AS 45.48.800 – Notice before collection; disclosures of information; other notices: Requires businesses to notify consumers before collecting personal information and disclose categories collected, purposes, consumer rights, and limits on precise geolocation data. Requires website posting of privacy rights and a 'Do Not Collect or Sell My Personal Information' link.

AS 45.48.805 – Limits on use, processing, collection, sharing, and retention of personal information. Requires businesses to limit collection and use of personal information to what is reasonably necessary for requested services, or have consented to purposes, security, or fraud prevention.

AS 45.48.810 – Notification of business upon receipt or disclosure of personal information: Requires third parties receiving personal information to notify the originating business and provide contact information, including notification of subsequent disclosures, so a person can readily comply with a disclosure or deletion request.



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AS 45.48.815 – Required records: Requires businesses to maintain records of persons to whom personal information is disclosed.

AS 45.48.820 – Request for disclosure of collected personal information: Allows consumers to request disclosure of categories and specific pieces of personal information collected within five years, sources of collection, and business purposes. It also establishes how the business should comply with that request.

AS 45.48.825 – Request for deletion of personal information: Allows consumers to request deletion of personal information and requires businesses to direct third parties to delete and verify compliance, subject to specified exceptions.

AS 45.48.830 – Request for disclosure of personal information sold or disclosed for a business purpose or commercial purpose: Allows consumers to request disclosure of third parties in possession of personal information and the categories or specific pieces sold or disclosed. Establishes how a business should comply with such a request.

AS 45.48.835 – Request not to sell, share, or disclose personal information: Allows consumers to request that a business not sell, share, or disclose personal information and requires recognition of global privacy controls. It establishes how a consumer may authorize another person to make this request and how a business should comply with this request.

AS 45.48.840 – Use and disclosure of precise geolocation data: Limits use of precise geolocation data to disclosed purposes. (c) does not apply to business if the consumer is an employee, contractor, or vendor of the business.

AS 45.48.845 – Treatment of individuals 16 years of age or under: Prohibits disclosure, sale, sharing, tracking, or profiling of minors' personal information without parental consent.

AS 45.48.850 – Disclosure or deletion request; process: Describes the process for which a business shall comply with a disclosure or deletion request. Establishes response timelines, format requirements, and submission methods for consumer requests.

AS 45.48.855 – Third-party disclosure and handling of personal information: Establishes restrictions on how third parties may disclose or handle personal information originally collected by a business.

AS 45.48.860 – Service provider obligations: Restricts service providers to contracted purposes and limits combining data from multiple sources.



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AS 45.48.865 – Exemptions: Provides exemptions from AS 45.48.800-945 for areas of law or commerce where there is federal preemption, where the information is necessary for the completion of a contract or delivery of a service, if the information is for the use of a business between an employer and employee, internal business affairs, or where they must comply with state, federal or local law enforcement, or legal privileges and activity.

AS 45.48.870 – Retaliation prohibited; financial incentives: Prohibits discrimination against consumers exercising rights and regulates financial incentive programs.

AS 45.48.875 – Transfer of information in a merger, acquisition, bankruptcy, and certain other transactions: Establishes the provisions for a consumer's personal information in the event of mergers or acquisitions, subject to confidentiality and consistency requirements.

AS 45.48.880 – Duty to maintain reasonable security measures: Requires implementation of reasonable security procedures and practices.

AS 45.48.885 – Component parts: Prevents structuring transactions to evade compliance.

AS 45.48.890 – Violations: Provides that violations constitute unfair or deceptive trade practices and allows statutory damages.

AS 45.48.895 – Consumer privacy account: Creates a dedicated account funded by fees and penalties to support enforcement.

AS 45.48.900 – Data broker registration: Requires businesses operating as data brokers to register and pay a registration fee.

AS 45.48.905 – Data broker registry publicly displayed: Requires public posting of registered data brokers.

AS 45.48.910 – Revenue fee: Imposes a 3% fee on revenue from buying, selling, or sharing consumer personal information.

AS 45.48.915 – Regulations: Requires the Attorney General and department to adopt implementing regulations.

AS 45.48.920 – Persons who may consent: Specifies who may provide consent on behalf of a consumer.



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AS 45.48.925 – Personnel training: Requires businesses to train personnel handling consumer privacy requests.

AS 45.48.930 – Provisions not waivable: Provides that consumer rights under the Act may not be waived.

AS 45.48.935 – Liberal construction: Provides that the Act is remedial and shall be liberally construed.

AS 45.48.940 – Definitions: Establishes definitions for this chapter. Including business, consumer, data broker, personal information, sensitive personal information, sale and share, service provider, third party, and precise geolocation data.

AS 45.48.945 – Short title. AS 45.48.800 - 45.48.945 may be cited as the Consumer Personal Information Privacy Act.

Section 5: Amends AS 45.50.471 (b) by adding a new paragraph to include violating AS 45.48.800 - 45.48.945 (Consumer Personal Information Privacy Act).

Section 6: Amends the uncodified law of the State of Alaska by adding a new section that applies to a contract entered on or after the effective date of sections 1 - 6 of this Act.

Section 7: Amends the uncodified law of the State of Alaska by adding a new section. The attorney general shall adopt regulations as authorized under AS 45.48.915, added by sec. 4 of this Act, to implement the changes made by this Act. The regulations take effect under AS 44.62 (Administrative Procedure Act), but not before the effective date of the law implemented by the regulation.

Section 8: Section 7 of this Act takes effect immediately under AS 01.10.070(c).

Section 9: Except as provided in sec. 8 of this Act, this Act takes effect January 1, 2027.