



Representative Andi Story

Alaska State Legislature

Sponsor Statement

HB 367

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

Article I, Section 22 of the Alaska Constitution guarantees the right to privacy. Yet in today's digital marketplace, most Alaskans have little control over personal information. Browsing history, shopping, location data, and other digital activity is used to build detailed individual profiles that reveal everything from real-time location to private financial and health information.

Personal data, including sensitive information about minors, is an extremely profitable commodity for the largely unregulated data broker industry, currently estimated to be worth nearly \$300 billion and projected to exceed \$470 billion within a decade. Digital profiles are sold repeatedly to unknown parties in a largely opaque global marketplace with no assurance of data integrity or protection. Regardless of accuracy, they are used to affect people's lives—leading to higher prices, denial of services, lost employment opportunities, reputational harm, intrusive targeting, and even national security risks.

House Bill 367 restores balance by establishing clear, enforceable rights for Alaskans and clear, reasonable standards for businesses while leveraging existing unfair or deceptive trade practice statutes for enforcement. It strengthens protections for minors aged 16 and under by prohibiting tracking, profiling, selling, and sharing a minor's personal information without parental consent.

The bill ensures clear notice of information use with accessible means to delete or opt out of the collection, sharing, and sale of personal information.

The bill increases transparency and accountability by creating a public data broker registry and is designed to be self-funding, through registration fees, a revenue fee, and civil penalties for violations. The bill protects small Alaskan businesses, financial institutions, and legitimate research activities by exempting those that deal with fewer than 100,000 consumer profiles or derive less than 50 percent of annual revenue from selling or sharing consumer data.

Alaskans deserve clear rules, transparency, and meaningful control over how personal information is collected and sold. Twenty states have already enacted comprehensive data privacy laws, and fifteen more are advancing similar legislation. House Bill 367 returns control of personal data to the individual, strengthens protection for Alaska families, and fulfills our constitutional commitment to privacy.