COLORADO

# PRIVACY ACT (CPA) RULEMAKING

The proposed draft rules for the CPA were published by the Secretary of State on Oct. 10, 2022, and the final rules were filed with the Secretary of State March 15, 2023. The rules will be published in the Colorado Register in March 2023, and will go into effect July 1, 2023.

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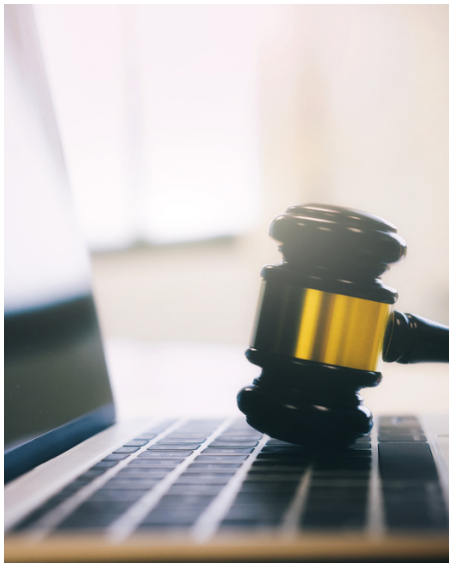
# REQUIRED WEBSITE PRIVACY POLICIES IN COLORADO

On July 7, 2021, Governor Polis signed Senate Bill 21-190: Protect Personal Data Privacy establishing the Colorado Privacy Act (CPA). The CPA tasked the Colorado Attorney General with implementing



and enforcing the CPA, including adopting new rules. The CPA is a part of the State of Colorado's Consumer Protection Act. The CPA gives the Colorado Attorney General authority to adopt rules governing privacy.

It also requires that, by July 1, 2023, the attorney general specifically adopt rules that detail the technical specifications for one or more universal opt-out mechanisms that clearly communicate a consumer's affirmative, freely given, and unambiguous choice to opt out of the processing of personal data for purposes of targeted advertising or the sale of personal data (6-1-1313(2), C.R.S.).

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# Understanding Website Policies

## Privacy Policies

Contact forms ask for a “name” and “email”, which are examples of “Personally Identifiable Information” (PII). Multiple countries and states have enacted privacy laws that impose heavy fines for not having an up to date compliant Privacy Policy. Also, over a dozen states are proposing laws that can apply to businesses regardless of their location. Several of these proposed laws will enable its citizens to sue businesses of any size located anywhere. It’s simple: if you ask for PII via a contact form, and you want to avoid fines and lawsuits, provide a compliant Privacy Policy.

## Terms & Conditions

Terms & Conditions limit a company’s liability. If a user clicks a link to a 3rd party site that is hacked, and then that user gets hacked, a Terms & Conditions helps prevent that business from being sued.
Bonus fun fact: A Terms and Conditions (aka Terms of Use) can provide a DMCA Notice, which can help your business from being sued for improper use of copyrighted material (like licensed images).

## Disclaimer

Websites providing information that could be considered health advice or legal advice (law firms!), are also good reasons to have a Disclaimer. A lot of affiliate programs will require you to have a disclaimer, and consumers want to know when you’re getting paid for links you put on your website.

## Cookie Policy

A Cookie Policy further explains what cookies you use on your website and for what purposes. If you need to comply with privacy laws such as GDPR, UK DPA, PIPEDA and/or CCPA (while assuming your website uses cookies, as most do these days), you are required to provide these details so website visitors can understand what cookies you are placing on their browser.

# WE CAN IMPLEMENT THIS FOR YOU!

1. Add a cookie policy widget to your website with "deny" features as required by Colorado law
2. Advanced cookie settings for customization
3. Terms & Conditions Policy as required by law
4. Privacy Policy as required by law.

WWW.WOODLANDWEBDESIGNS.COM
INFO@WOODLANDWEBDESIGNS.COM

# Pricing

| | DESCRIPTION | PRICE |
|---|---|---|
| 01 | Monthly Marketing Client | FREE |
| 02 | Website with store | $ 199 |
| 03 | Website that can create user accounts | $ 149 |
| 04 | Websites with Trademarks | $ 149 |
| 05 | Websites without the above added features | $ 129 |

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