# Vermont Act 171 (2018) — Data Broker Regulation

Vermont Act 171 requires data brokers to register and disclose practices for collecting, selling, and protecting Vermonters' personal data.

Vermont Act 171

## What it is

U.S. Vermont Act 171 of 2018 — Data Broker Regulation is a state privacy and compliance law that requires data brokers to register with the state and adhere to specific data protection and transparency practices. The regulation aims to increase accountability among organizations that collect, aggregate, and sell personal information about consumers with whom they have no direct relationship.

Published by the State of Vermont, Act 171 applies to any entity operating as a data broker within the state's jurisdiction, regardless of physical location. The law focuses on privacy governance, disclosure of data collection practices, the implementation of information security measures, and notification of data breaches that may affect Vermont residents. It is one of the first laws in the United States to specifically target data broker activities.

## At a glance

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| PUBLISHER<br>Legislature of the State of Vermont | TYPE<br>Regulation | VERSION<br>2018 |
| EFFECTIVE<br>January 1, 2019 | DOMAIN<br>Privacy | FAMILY<br>Global Privacy Regulations |
| REGION<br>Vermont | ADOPTION MODEL<br>Regulatory Compliance | IMPLEMENTATION COMPLEXITY<br>Moderate |

Source: https://legislature.vermont.gov/Documents/2018/Docs/ACTS/ACT171/ACT171%20As%20Enacted.pdf

## Why it matters

- **Increase data handling transparency** Require clear disclosures about data collection and sharing practices, ensuring individuals and regulators better understand information handling activities.
- **Strengthen consumer privacy protections** Mandate safer processing and storage of personal data, reducing the risk of misuse and unauthorized access.
- **Enhance regulatory alignment** Help organizations structure compliance programs to meet emerging state and national privacy requirements more efficiently.
- **Improve incident response readiness** Require prompt notification and remediation of security breaches, supporting more effective responses to data security incidents.

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## How SmartSuite supports Vermont Act 171

### Data Broker Governance and Registration

Track data broker status, registration requirements, and annual reporting obligations with the Vermont Attorney General.

### Data Broker Activity Records

Maintain records of personal data collected, processed, and shared by data broker activities.

### Safeguards for Personal Information Protection

Manage administrative, technical, and physical safeguards required to protect personal information.

### Consumer Data Access and Security

Control access, authentication, and secure handling of consumer data across systems and workflows.

### Breach Detection and Notification Workflows

Track incidents and manage breach notification requirements to affected individuals and authorities.

### Data Broker Compliance and Regulatory Reporting

Provide dashboards showing data broker compliance status, security posture, and regulatory reporting readiness.

## Common framework mappings

CIS Controls v8.1 | CCPA/CPRA | GDPR | ISO 27001:2022 | ISO 27701 | NIST CSF 2.0 | NIST 800-53 Rev.5 | PCI DSS 4.0.1 | SOC 2

## Official resources

### Vermont Data Broker Regulation Full Text

Provides the official legal text of Vermont Act 171 of 2018 regarding data brokers.

legislature.vermont.gov/Documents/2018/Docs/ACTS/ACT171/ACT171%20As%20Enacted.pdf

## Frequently asked questions

### What is Vermont Act 171 of 2018 (Data Broker Regulation) used for?

Vermont Act 171 of 2018 was enacted to regulate the practices of data brokers who collect and sell or license the personal information of consumers. Its primary goal is to improve transparency, safeguard consumer privacy, and reduce risks of identity theft by requiring registration and disclosure from data brokers operating in Vermont.

### Is Vermont Data Broker Regulation mandatory?

Yes, compliance with Vermont Act 171 is mandatory for organizations that meet the definition of a data broker and conduct business involving Vermont consumers, regardless of whether the broker is physically located in Vermont. Failure to comply can result in regulatory penalties and enforcement actions.

### Who does Vermont Act 171 apply to?

This regulation applies to any data broker—defined as a business that knowingly collects and sells or licenses personal information about consumers with whom it does not have a direct relationship. It affects U.S. or international businesses processing Vermont residents' data for brokering purposes.

### What key concepts and documentation are required under Vermont Act 171?

Data brokers must register annually with the Vermont Secretary of State, disclose certain information about their data handling practices, and report any known data security breaches. Required documentation includes data collection methods, opt-out policies, and breach notifications.


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### How do organizations achieve compliance with Vermont Act 171?

To comply, data brokers must assess whether their activities fall under the law's definition, implement necessary data privacy and security policies, complete the state's registration, and maintain documentation for disclosures and breach notifications. Regular review and update of compliance artifacts are vital.

### How does Vermont Act 171 relate to other privacy regulations?

While similar in intent to laws like the California Consumer Privacy Act (CCPA) and the Gramm-Leach-Bliley Act (GLBA), Vermont Act 171 specifically targets data brokers and imposes unique registration and disclosure requirements, potentially supplementing federal and state-level privacy obligations.

### What are the ongoing compliance requirements for data brokers under Vermont Act 171?

Data brokers must renew registration annually, update public disclosures if practices change, promptly report qualifying data breaches, and maintain secure data management practices. Continuous monitoring and evidence collection for regulatory purposes are necessary to ensure compliance.

### How would SmartSuite support Vermont Act 171 (Data Broker Regulation)?

SmartSuite can help organizations manage Vermont Act 171 compliance by enabling risk tracking for data broker activities, establishing and monitoring required controls, centralizing registration and breach notification documents, streamlining evidence collection for audits, and providing detailed reporting to demonstrate audit readiness and compliance status.

License included / downloadable: Yes Vermont Act 171 of 2018 is published by the State of Vermont and is publicly available via the Vermont Legislature's official website. License included with platform

Full framework page and mappings: smartsuite.com/frameworks/us-vermont-act-171-2018-data-broker-regulation