Utah Consumer Privacy Act (UCPA) – Utah Code §13-61

The Utah Consumer Privacy Act establishes consumer privacy rights and business obligations for processing personal data of Utah residents.

UCPA

What it is

The Utah Consumer Privacy Act (UCPA) is a state data privacy regulation that helps organizations protect the personal data of Utah residents and ensure transparency in data processing activities. Its primary purpose is to provide individuals with greater control over their personal information and outline obligations for businesses regarding data collection, storage, and sharing.

Enacted by the Utah State Legislature, the UCPA applies to businesses operating in Utah or targeting Utah residents, provided they meet specific revenue and data processing thresholds. The law addresses core areas of privacy governance, such as consumer rights, data security requirements, disclosure obligations, and mechanisms for redress. It shares themes with other U.S. state privacy laws like the California Consumer Privacy Act (CCPA) while maintaining distinct requirements for Utah.

At a glance

PUBLISHER Utah Department of Commerce, Division of Consumer Protection	TYPE Regulation	VERSION Utah Consumer Privacy Act (UCPA)
EFFECTIVE December 31, 2023	DOMAIN Privacy	FAMILY Global Privacy Regulations
REGION Utah	ADOPTION MODEL Regulatory Compliance	IMPLEMENTATION COMPLEXITY Moderate

Source: https://dcp.utah.gov/ucpa/

Why it matters

- **Support privacy governance practices** Enable organizations to build robust privacy programs and ensure accountability through data mapping, internal policies, and workforce training.
- **Enhance regulatory alignment** Promote consistent compliance with evolving state privacy laws by aligning practices with UCPA's distinct requirements for Utah residents.
- **Strengthen data protection measures** Reduce risks related to unauthorized access or disclosure by implementing appropriate security controls over consumer information.
- **Increase audit readiness** Improve documentation and transparency to facilitate responses to regulatory requests and demonstrate adherence to privacy obligations.

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How SmartSuite supports Utah UCPA

Data Inventory and Classification

Track personal data categories, purposes, sharing, and retention with traceability.

Consumer Rights Request Workflows

Manage access, deletion, portability, and opt-out requests with deadlines and proof.

Vendor and Data Sharing Governance

Track vendor restrictions, contract terms, and periodic reviews.

Notice and Policy Governance

Manage privacy notices and policy review cadence with evidence.

Security Safeguards and Incident Workflow

Centralize safeguard evidence and incident timelines tied to consumer data.

Compliance Reporting

Report request metrics, open actions, and accountability evidence.

Common framework mappings

APEC PF | CCPA/CPRA | CPA (CO) | CTDPA | GDPR | ISO 27701 | NIST Privacy Framework v1.0 | VCDPA

Official resources

Utah Consumer Privacy Act (UCPA) Legislative Text

Defines the legal requirements and obligations for businesses under the UCPA.

le.utah.gov/~2021/bills/static/SB0136.html

Utah Division of Consumer Protection UCPA Information

Provides regulatory guidance and resources for implementing the UCPA.

dcp.utah.gov/ucpa

Frequently asked questions

What is the Utah Consumer Privacy Act (UCPA) used for?

The UCPA is designed to protect the personal data of Utah residents by establishing requirements for data privacy, transparency, and consumer rights. It guides organizations on lawful data collection, secure processing, and responsible data sharing. The law aims to provide individuals with greater control over their personal information.

Is compliance with UCPA mandatory for businesses?

Compliance with the UCPA is required for organizations that do business in Utah or target Utah residents and meet certain revenue or data processing thresholds. It is not a certifiable framework but is a legal mandate with potential enforcement actions for non-compliance.

Who does the Utah Consumer Privacy Act apply to?

The UCPA applies to controllers and processors that conduct business in Utah or provide products or services to Utah residents, provided they meet specified annual revenue or personal data thresholds. Non-profit organizations and small businesses below these thresholds are generally exempt.

What are the key concepts and requirements of UCPA compliance?

Key concepts include data controllers, data processors, consumer rights, and data security safeguards. Compliance requires privacy notices, responding to consumer requests, purpose limitation, data minimization, and secure data processing practices. Organizations must also maintain documentation and train staff on privacy obligations.

How do organizations implement the UCPA in practice?

Implementation involves mapping personal data flows, maintaining up-to-date privacy policies, integrating data subject rights workflows, and assessing current security controls. Organizations must handle consumer requests for access, deletion, or opt-out and document compliance efforts to demonstrate accountability.

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How does the UCPA compare to other privacy laws like the CCPA or GDPR?

The UCPA shares similarities with laws such as the CCPA and GDPR but includes distinct thresholds, rights, and definitions tailored to Utah. For example, the UCPA does not include a private right of action and has specific requirements for notice and opt-out mechanisms unique to Utah.

What are the ongoing compliance obligations under the UCPA?

Maintaining UCPA compliance requires regular review of privacy policies, responding to consumer data requests in a timely manner, ensuring ongoing employee training, and updating security measures. Documentation of compliance efforts and regular risk assessments are critical for demonstrating compliance during regulatory reviews.

How would SmartSuite support Utah Consumer Privacy Act (UCPA) compliance?

SmartSuite streamlines UCPA compliance by centralizing risk tracking, control management, and evidence collection related to privacy requirements. It enables organizations to automate consumer request handling, manage privacy policy updates, and document all compliance activities. The platform also supports audit readiness and reporting, ensuring a clear governance structure for UCPA-related obligations.

License included / downloadable: Yes The Utah Consumer Privacy Act is publicly available through official Utah government publications.

Full framework page and mappings: smartsuite.com/frameworks/utah-consumer-privacy-act-ucpa