

Part 2 Notice of Disclosure

13-37-201 Required notice.

- (1)
 - (a) In accordance with this section, a commercial entity shall provide the notice described in this section to a person if:
 - (i) the commercial entity enters into a consumer transaction with that person;
 - (ii) as a result of the consumer transaction described in this Subsection (1)(a), the commercial entity obtains nonpublic personal information concerning that person; and
 - (iii) the commercial entity intends to or wants the ability to disclose the nonpublic personal information:
 - (A) to a third party; and
 - (B) for compensation; and
 - (iv) the compensation described in Subsection (1)(a)(iii)(B):
 - (A) is the primary consideration for the commercial entity disclosing the nonpublic personal information;
 - (B) is directly related to the commercial entity disclosing the nonpublic personal information; and
 - (C) is not compensation received by the commercial entity in consideration of a transaction described in Subsection (5).
 - (b) For purposes of this chapter, a commercial entity is considered to have obtained information as a result of a consumer transaction if:
 - (i) the person provides the information to the commercial entity:
 - (A) at any time during the consumer transaction; and
 - (B) at the request of the commercial entity; or
 - (ii)
 - (A) the commercial entity otherwise obtains the information; and
 - (B) but for the consumer transaction, the commercial entity would not obtain the information.
- (2) The notice required by Subsection (1) shall be given before the earlier of:
 - (a) the point at which the person is requested to provide the nonpublic personal information; or
 - (b) the commercial entity otherwise obtains the nonpublic personal information as a result of the consumer transaction described in Subsection (1)(a).
- (3) The notice required by Subsection (1):
 - (a) shall read substantially as follows: "We may choose to disclose nonpublic personal information about you, the consumer, to a third party for compensation.";
 - (b) may be made:
 - (i) orally, if the consumer transaction itself is entirely conducted orally; or
 - (ii) in writing, if the notice is written in dark bold; and
 - (c) shall be sufficiently conspicuous so that a reasonable person would perceive the notice before providing the nonpublic personal information.
- (4) This chapter does not apply to:
 - (a) a commercial entity that is subject to a federal law or regulation that governs the disclosure of nonpublic information to a third party; or
 - (b) a covered entity as defined in 45 C.F.R. Parts 160 and 164.
- (5) Notwithstanding the other provisions of this section, a commercial entity is not required to provide notice under this section if:

- (a) the disclosure of the nonpublic personal information is related to the third party providing to the commercial entity:
 - (i) services, including business outsource services;
 - (ii) personal or real property; or
 - (iii) other thing of value; and
- (b) compensation received by the commercial entity as part of the transaction is received by the commercial entity for or in consideration of the transaction described in Subsection (5)(a).

Enacted by Chapter 97, 2003 General Session

13-37-202 Disclosure of nonpublic personal information prohibited without notice.

- (1) A commercial entity may not disclose nonpublic personal information that the commercial entity obtained on or after January 1, 2004, as a result of a consumer transaction if the commercial entity fails to comply with Section 13-37-201.
- (2) This chapter may not be interpreted as authorizing a commercial entity to disclose nonpublic personal information to a greater extent than the commercial entity is otherwise permitted to disclose nonpublic personal information.

Enacted by Chapter 97, 2003 General Session

13-37-203 Liability.

- (1) A person may bring an action against a commercial entity in a court of competent jurisdiction in this state if:
 - (a) the commercial entity enters into a consumer transaction with that person;
 - (b) as a result of the consumer transaction described in Subsection (1)(a), the commercial entity obtains nonpublic personal information concerning that person; and
 - (c) the commercial entity violates this chapter.
- (2) In an action brought under Subsection (1), a commercial entity that violates this chapter is liable to the person who brings the action for:
 - (a) \$500 for each time the commercial entity fails to provide the notice required by this section in relation to the nonpublic personal information of the person who brings the action; and
 - (b) court costs.
- (3) A person may not bring a class action under this chapter.

Enacted by Chapter 97, 2003 General Session