

# ADPPA

## Summary

**Regulation:** American Data Privacy and Protection Act

**Abbreviation:** ADPPA

**Governs these parties:** all organizations that treat consumer data; this applies to most entities, including nonprofits and common carriers

**Enforced by:** the Federal Trade Commission is the first body responsible for enforcing the ADPPA. However, it will do so by establishing a new bureau within the Commission

## Details

The American Data Privacy and Protection Act (ADPPA) operates at the federal level in the United States with a global focus on drafting and enacting stricter data privacy regulations. ADPPA aims to enforce comprehensive cybersecurity protection and data minimization, meaning organizations should only ingest data for “necessary” purposes, thereby protecting consumers’ rights to control their personal data. Additionally, ADPPA also enforces significant protections against targeted advertising to minors and targeted advertising based on “sensitive data”.

ADPPA applies rules and regulations to technologies that enable the collection of data and to businesses and organizations that collect consumer data, including attorneys and law firms.

The rest of this document is designed to help our community understand ADPPA better by outlining the following information:

- **How it Relates to Cybersecurity**
- **How Coro Handles Compliance for You**

## How it Relates to Cybersecurity

ADPPA governs how companies across different industries treat consumer data, ensuring duties of loyalty, transparency, consumer control and consent, youth protections, third-party collecting entities, civil rights and algorithms, and data security.

Section 207 of the ADPPA covers entities and service providers that develop algorithms to collect, process, or transfer covered data or publicly available information and would be required to conduct algorithm design evaluations prior to deploying the algorithms in interstate commerce.