



Minnesota Attorney General's Office: Consumer Protection and Data Privacy

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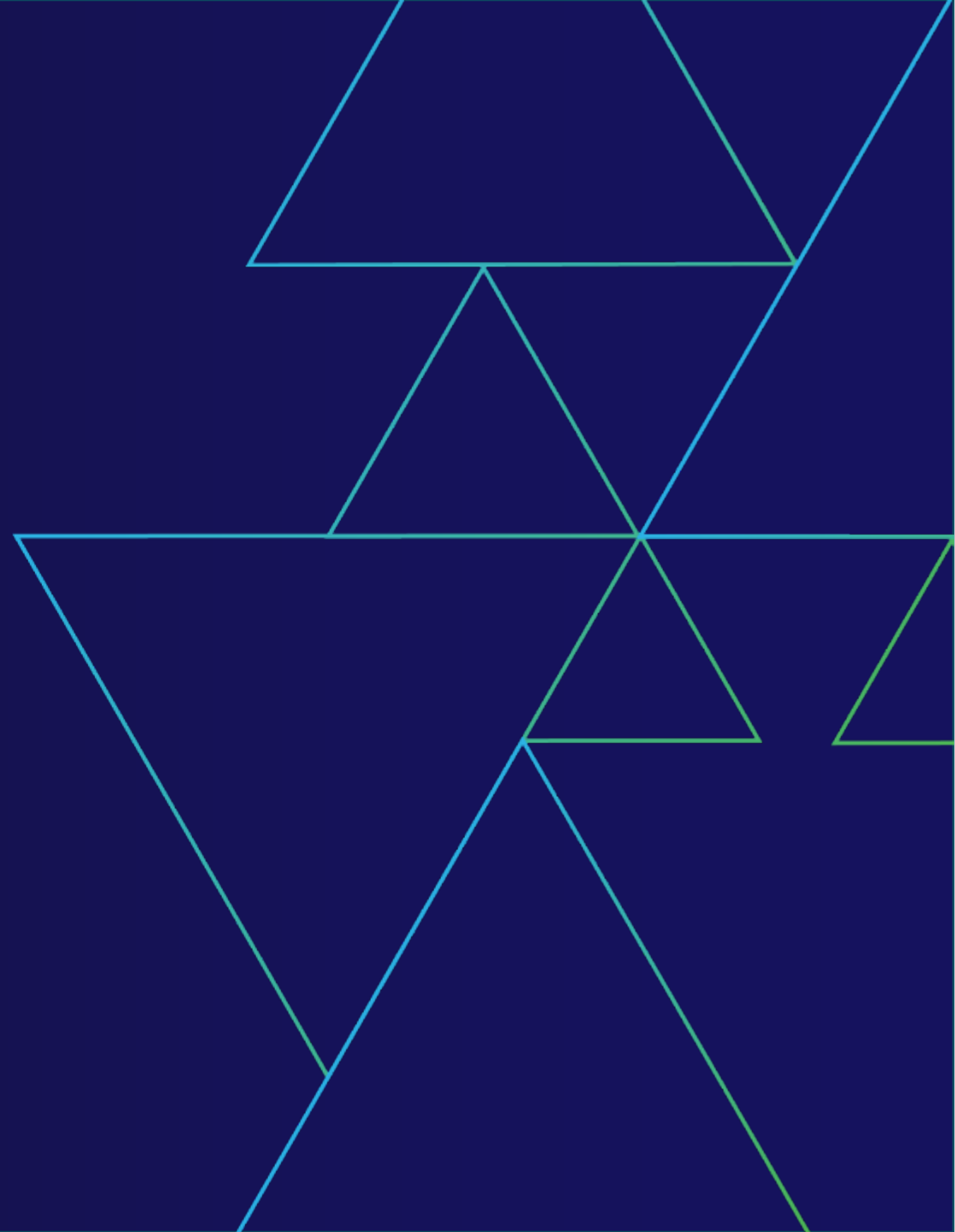
Senior Associate



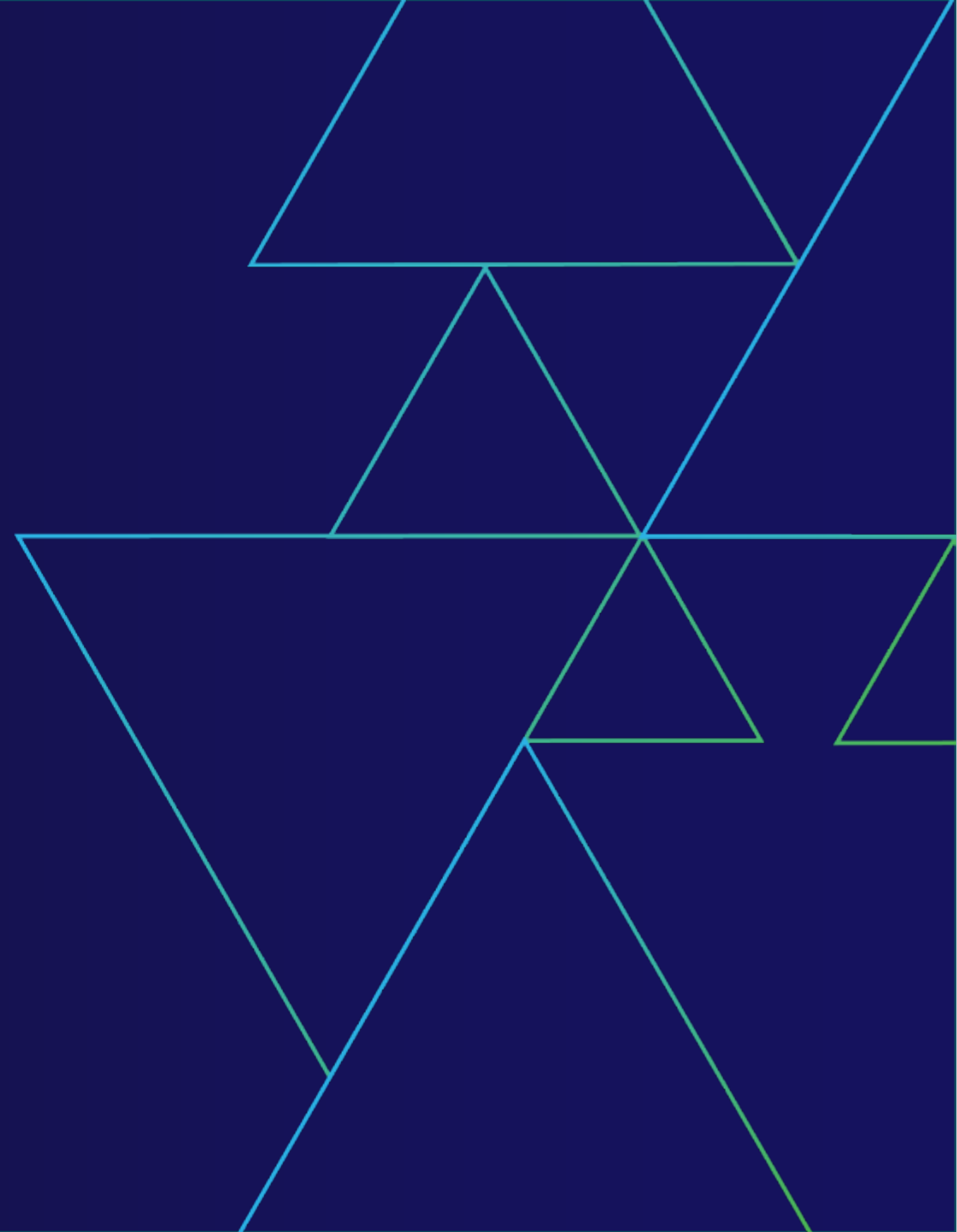
Agenda

- Consumer Protection in Minnesota
- Consumer Protection Lightning Round
- Data Privacy

Consumer Protection in Minnesota



Consumer Protection Lightning Round



Consumer Protection Lightning Round: Background & Policy

- How is the AG selected in your state?
- How is consumer protection organized in your office?
- How are consumer protection priorities set in your office?
- Do you participate in multistate consumer investigations?
- Do you receive consumer complaints?
- Do you perform any complaint resolution role?

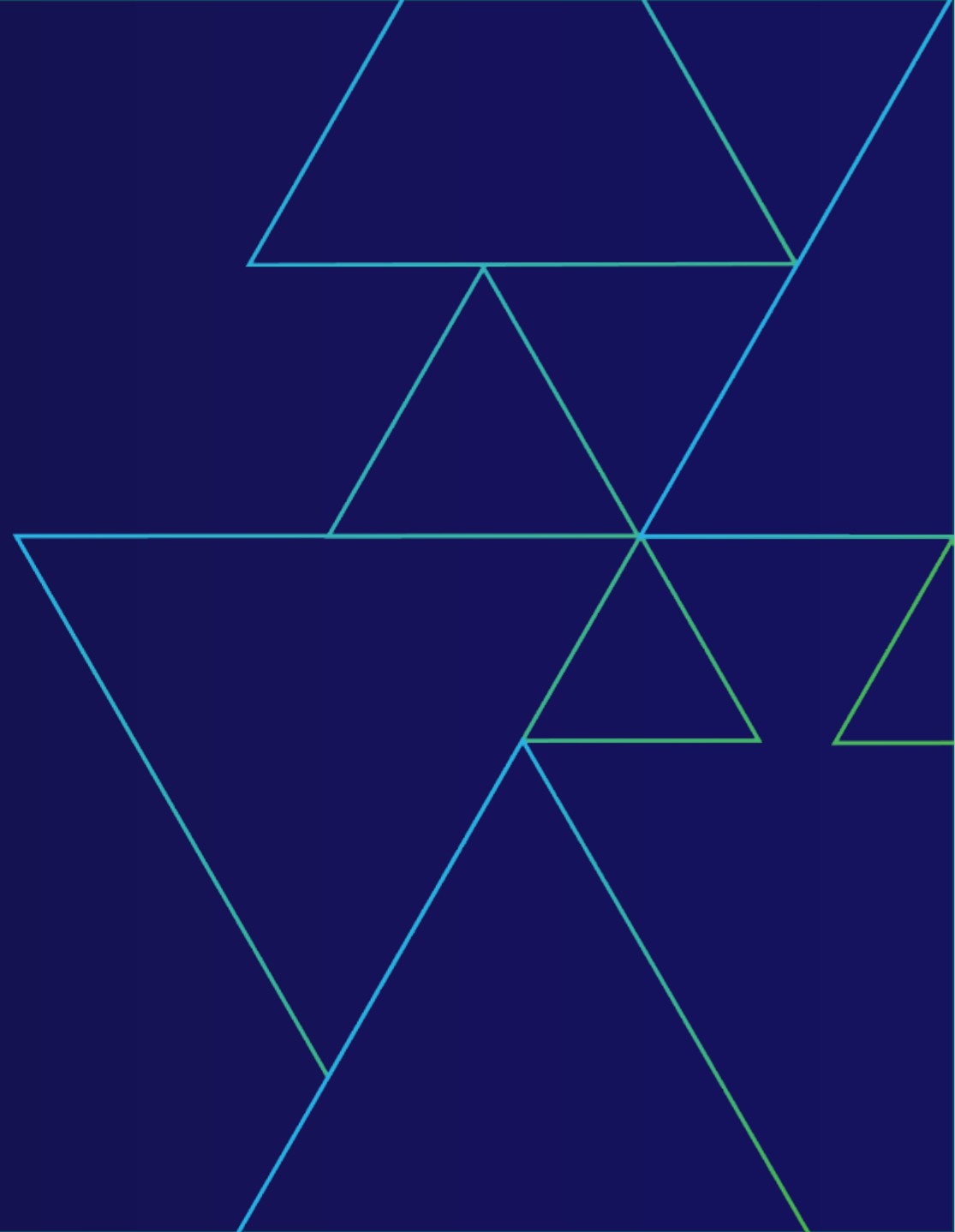
Consumer Protection Lightning Round: State-Specific UDAP Law

- What is your primary consumer protection statute?
- Are you able to conduct pre-suit investigations by statute?
- Can you request documents? Take statements? Send interrogatories?
- Are CIDs confidential? Are answers confidential?
- Does your law allow a party to object or set aside? If so, in what timeframe?
- How can you enforce compliance?
- Do you have a statute of limitations? If so, what is it?
- Do you have to provide pre-suit notice? If so, what timeframe?

Consumer Protection Lightning Round: Remedies & Other Laws

- What types of settlements can you enter into?
- What is your civil penalty authority?
- Can you obtain restitution? Disgorgement?
- Are there times you don't get injunctive relief? Penalties/payment?
- Do you include sunsets in your settlements?
- How are IR terms enforced? What if they are in an AVC?
- Do you have specific laws and remedies for price gouging? Auto-renewals?
- Do you have a privacy law?
- Any new noteworthy CP laws recently introduced/passed?

Data Privacy





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The First Six Months of the MCDPA: Early Enforcement Insights

Overview of the Minnesota Consumer Data Privacy Act



Key Provisions

- Consumer Rights
- Business Obligations

Enforcement

- Attorney General has exclusive enforcement authority
- Civil Penalties up to \$7,500 *for each violation*
- Notice letter requirement expired January 31, 2026

Attorney General's Office: Privacy Unit

- Privacy Team
 - 6 Attorneys and 1 Investigator
 - Ongoing collaboration with other states
- Website
 - Data privacy complaint form
 - Rights request templates
- Outreach
 - Industry, Legal, Experts, Public



The screenshot shows the website for the Minnesota Attorney General's Office, specifically the page for the Minnesota Consumer Data Privacy Act (MCDPA). The header features the text "The Office of MINNESOTA ATTORNEY GENERAL KEITH ELLISON" and a navigation menu with links: "How Can We Help?", "Topics", "Charities", "Health Care", "About Our Office", and "News & Important Information". Below the header, there is a section titled "Minnesota Consumer Data Privacy Act ('MCDPA')" with sub-links for "Information for Consumers", "Information for Businesses", "Frequently Asked Questions", and "File a Complaint". The main content area includes the title "Minnesota Consumer Data Privacy Act" and two paragraphs of text explaining the act's purpose and the office's role. At the bottom, there are three buttons: "Information for Consumers" (purple), "Information for Businesses" (pink), and "Frequently Asked Questions" (orange).

The Office of
MINNESOTA ATTORNEY GENERAL
KEITH ELLISON

How Can We Help? Topics Charities Health Care About Our Office News & Important Information

[Minnesota Consumer Data Privacy Act \("MCDPA"\)](#)
[Information for Consumers](#) • [Information for Businesses](#) • [Frequently Asked Questions](#) • [File a Complaint](#)

Minnesota Consumer Data Privacy Act

The Minnesota Legislature passed the Consumer Data Privacy Act ("MCDPA") to help safeguard consumers' data and their right to privacy. The law provides Minnesota residents with the power to control how their data is used by companies and other parties.

The Attorney General's Office enforces the MCDPA and ensures that businesses and covered entities follow the law. This website assists consumers in learning about and exercising their rights, as well as helps covered entities (called "controllers" and "processors") understand their obligations.

To get started, click on one of the options below to choose whether you would like to explore your rights as a consumer, or your obligations as a controller or processor.

 Information for Consumers

 Information for Businesses

 Frequently Asked Questions

Consumer Complaints

- 200 consumer complaints since July
 - Consumer data rights, improper use of data, data breaches
 - Takeaway: Minnesotans care about data privacy
- Potential responses
 - Consumer and/or industry education
 - Mediate between consumer and company
 - Notice of violation letter
 - Further investigation including CID



Enforcement Letters

- Educational purpose
- Specific points of noncompliance
- 30-day meeting turnaround
- Consumer-oriented but not consumer driven



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September 2, 2025



Re: Minnesota Consumer Data Privacy Act Compliance

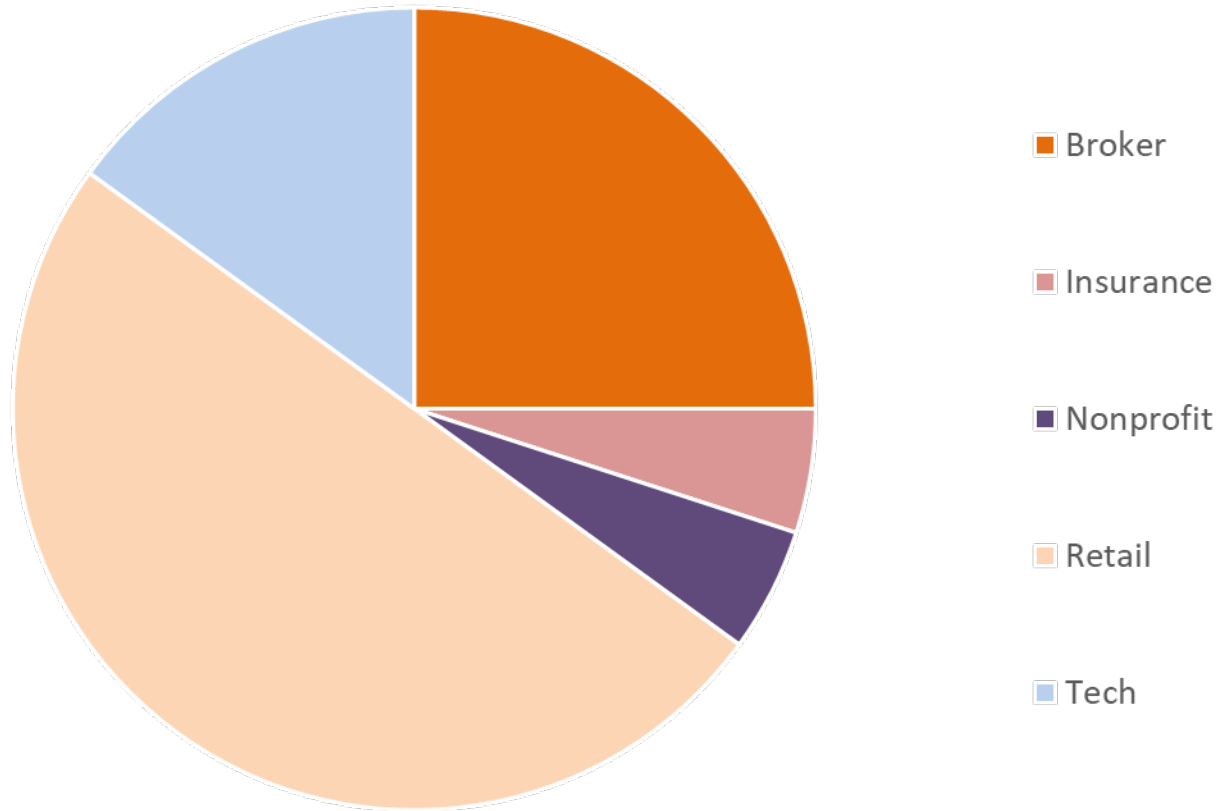
To Whom It May Concern:

The Minnesota Office of the Attorney General (“OAG”) is responsible for enforcing Minnesota’s Consumer Data Privacy Act (“MCDPA” or “Act”) that went into effect July 31, 2025. *See Minn. Stat. §§ 325M.10-325M.21.*

The MCDPA is comprehensive state privacy law protecting Minnesota consumers and their personal data. The MCDPA applies to entities that (a) conduct business in Minnesota, and (b) either control the personal data of 100,000 or more Minnesota consumers (excluding payment processing data), or control personal data of more than 25,000 Minnesota consumers and generate 25% or more of their gross revenue from sale of personal data.¹ Certain exemptions apply, as outlined in the Act.

Enforcement Letters – Industry Trends

Enforcement Letter by Industry Type





Early Enforcement Observations

Looking Ahead: Focus Areas



Transparency



Sensitive Data and
Express Consent



Data Protection
Assessments



Profiling



Universal Opt-Out
Mechanism



Consumer Rights
Requests

The background consists of several overlapping geometric shapes in various shades of green and blue. A large, light green shape occupies the top right and middle right. A medium green shape is below it. A bright blue shape is on the left side, overlapping the medium green one. A darker blue shape is at the bottom left. The text is positioned on the bright blue shape.

What This Means for Your Business

The background consists of several overlapping geometric shapes in shades of green and blue. A large, dark green shape occupies the upper right and middle sections. A bright blue shape is on the left side, partially overlapping the green. A lighter green shape is in the bottom right corner. The overall composition is modern and abstract.

Tips for Responding to Regulatory Inquiries

Thank you



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