

PREPARING FOR ADPPA

How to position your business for the requirements of the American Data Privacy & Protection Act



What is the ADPPA?

The ADPPA (American Data Privacy & Protection Act) seeks to create national standards for data practices and the collection of personal information. The act would increase oversight by enacting new cybersecurity requirements.



Who does it apply to?

The bill applies to most entities and those that use data on behalf of other entities. The bill specifically applies to “covered data” or information that identifies, links, or can be reasonably linked to an individual.

What are the main objectives?



Establish a national standard for data protection and enforcement.



Restrict unnecessary data collection and provide consumers with an opt-out before data transfer.



Protect consumers' personal data and grant consumers rights over their data.



Payment Evolution

The scope of the ADPPA is inclusive of consumer payment data. If passed into law, the ADPPA will be the closest the U.S. has come to establishing comprehensive privacy laws and is indicative of a larger shift toward data privacy standards.



Take Time to Prepare

Building trust with consumers may hinge on a company's ability to be transparent about its data practices. Regardless of where the ADPPA stands, business leaders should treat data privacy regulation as inevitable. There are several steps you can take to begin.

Proactive Steps to Ensure Compliance

1

Evaluate your practices.

The ADPPA will restrict unnecessary data collection, requiring companies to disclose their data practices. To prepare, get to know how your company collects, stores and uses data.

2

Up your data defenses.

Data security is top of mind for legislators as they look to pass the ADPPA. Ensure data is properly secured to prepare for future regulations.

3

Start with PCI compliance.

Becoming PCI compliant is a good place to start. Being PCI compliant can give companies a critical data protection framework that will help prepare them for privacy legislation.



What Next?

With state-specific laws and new nationwide policies, it's important to have a strong foundation that can take the pressure off when facing new regulations. Getting ahead with data protection solutions like PCI Pal will set you up for success when new regulations are implemented. Connect with the PCI Pal team today to [start the conversation](#).

Read the full blog and locate other resources in our [Knowledge Center](#).

