A bill to establish the privacy rights of the residents of this state; and to define the type of business that may collect personal data in this state.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

Sec. 1. This act shall be known and may be cited as the "Michigan consumer privacy act".

Sec. 3. The residents of this state have all of the following rights:

(a) To know what personal data is being collected about them.
(b) To know whether their personal data is sold or disclosed and to whom.

(c) To say no to the sale of personal data.

(d) To access the personal data that has been collected about them.

(e) To request that a business delete any personal information about a consumer collected from that consumer.

(f) To not be discriminated against for exercising the privacy rights described in this act.

Sec. 5. A person that operates as a for-profit business shall not collect personal data from the residents of this state unless it meets 1 or more of the following:

(a) The person annually buys, receives, sells, or shares the personal information of 50,000 or more consumers, households, or devices.

(b) The person has annual gross revenue of more than $25,000,000.00.

(c) The person derives 50% or more of its annual revenue from selling consumer personal information.