

BILL SUMMARY
2nd Session of the 60th Legislature

Bill No.:	SB 546
Version:	FA1
Request Number:	16389
Author:	Rep. West (Josh)
Date:	2/19/2026
Impact:	Please see previous summary of this measure

Research Analysis

The floor substitute for SB 546 creates a framework for consumer data privacy. The measure enables consumers to access, correct, delete, and obtain copies of their personal data, as well as opt out of targeted advertising, data sales, and certain types of profiling. Companies must provide clear privacy notices, honor consumer requests, and avoid discriminatory practices against consumers exercising these rights. The measure also requires companies to conduct data protection assessments for high-risk data processing and establish contracts with third parties handling personal information.

The measure applies to businesses operating in the state and handling data for at least 100,000 consumers or at least 25,000 consumers while earning over half of their revenue from selling personal data. Violations are enforced by the Attorney General and may incur a fine of up to \$7,500 per violation.

CHANGES IN FLOOR SUBSTITUTE FROM ENGROSSED VERSION:

The floor substitute modifies the definition of *biometric data* and adds an emergency clause to the measure.

Prepared By: Autumn Mathews, House Research Staff

Fiscal Analysis

The measure is currently under review and impact information will be completed.

Prepared By: House Fiscal Staff

Other Considerations

None.