

The Texas Data Privacy and Security Act (TDPSA), effective July 1, 2024, is Texas's comprehensive privacy law granting residents rights to access, correct, delete, and opt out of the sale or targeted use of their personal data, with enforcement handled exclusively by the Texas Attorney General.

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Overview

The TDPSA was enacted through House Bill 4 in 2023 and is codified in Texas Business & Commerce Code Chapter 541. It regulates how businesses collect, use, process, and sell personal data of Texas residents. The law applies broadly to companies operating in Texas, with exemptions for small businesses (as defined by the SBA), nonprofits, higher education institutions, and entities already regulated under federal privacy laws such as HIPAA, GLBA, and FCRA.  Texas.gov