

SENATE BILL 169

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SB 335/22 – FIN

3lr0775
CF HB 33

By: **Senators Feldman, Augustine, Brooks, Elfreth, Jackson, Jennings, King, Kramer, McCray, Rosapepe, Salling, Washington, and West**

Introduced and read first time: January 20, 2023

Assigned to: Finance

A BILL ENTITLED

1 AN ACT concerning

2 **Commercial Law – Consumer Protection – Biometric Data Privacy**

3 FOR the purpose of regulating the use of biometric data by private entities, including by
4 requiring certain private entities in possession of biometric data to develop a policy,
5 made available to the public, establishing a retention schedule and destruction
6 guidelines for biometric data; authorizing an individual alleging a violation of this
7 Act to bring a civil action against the offending private entity under certain
8 circumstances; making a violation of this Act an unfair, abusive, or deceptive trade
9 practice that is subject to enforcement and penalties under the Maryland Consumer
10 Protection Act; and generally relating to biometric data privacy.

11 BY repealing and reenacting, without amendments,
12 Article – Commercial Law
13 Section 13–301(14)(xxxiv) and (xxxvi)
14 Annotated Code of Maryland
15 (2013 Replacement Volume and 2022 Supplement)

16 BY repealing and reenacting, with amendments,
17 Article – Commercial Law
18 Section 13–301(14)(xxxv) and 13–408
19 Annotated Code of Maryland
20 (2013 Replacement Volume and 2022 Supplement)

21 BY adding to
22 Article – Commercial Law
23 Section 13–301(14)(xxxvii); and 14–4501 through 14–4506 to be under the new
24 subtitle “Subtitle 45. Biometric Data Privacy Act”
25 Annotated Code of Maryland
26 (2013 Replacement Volume and 2022 Supplement)

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
2 That the Laws of Maryland read as follows:

3 **Article – Commercial Law**

4 13–301.

5 Unfair, abusive, or deceptive trade practices include any:

6 (14) Violation of a provision of:

7 (xxxiv) The federal Servicemembers Civil Relief Act;

8 (xxxv) Section 11–210 of the Education Article; [or]

9 (xxxvi) Title 14, Subtitle 44 of this article; or

10 **(xxxvii) TITLE 14, SUBTITLE 45 OF THIS ARTICLE; OR**

11 13–408.

12 (a) In addition to any action by the Division or Attorney General authorized by
13 this title and any other action otherwise authorized by law, any person may bring an action
14 to recover for injury or loss sustained by [him] **THE PERSON** as the result of a practice
15 prohibited by this title.

16 (b) Any person who brings an action to recover for injury or loss under this section
17 and who is awarded damages may also seek, and the court may award, reasonable
18 attorney’s fees.

19 (c) If it appears to the satisfaction of the court, at any time, that an action is
20 brought in bad faith or is of a frivolous nature, the court may order the offending party to
21 pay to the other party reasonable attorney’s fees.

22 (d) Notwithstanding any other provision of this section, a person may not bring
23 an action under this section to recover for injuries sustained as a result of the professional
24 services provided by a health care provider, as defined in § 3–2A–01 of the Courts Article.

25 **SUBTITLE 45. BIOMETRIC DATA PRIVACY ACT.**

26 **14–4501.**

27 **(A) IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS**
28 **INDICATED.**

29 **(B) (1) “BIOMETRIC DATA” MEANS DATA GENERATED BY AUTOMATIC**

1 MEASUREMENTS OF THE BIOLOGICAL CHARACTERISTICS OF AN INDIVIDUAL, SUCH
2 AS A FINGERPRINT, A VOICEPRINT, AN EYE RETINA, AN EYE IRIS, OR ANY OTHER
3 UNIQUE BIOLOGICAL PATTERNS OR CHARACTERISTICS, THAT IS USED TO IDENTIFY
4 A SPECIFIC INDIVIDUAL.

5 (2) "BIOMETRIC DATA" DOES NOT INCLUDE:

6 (I) A PHYSICAL OR DIGITAL PHOTOGRAPH;

7 (II) A VIDEO OR AUDIO RECORDING; OR

8 (III) INFORMATION COLLECTED, USED, OR STORED FOR HEALTH
9 CARE TREATMENT, PAYMENT, OR OPERATIONS UNDER THE FEDERAL HEALTH
10 INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996.

11 (C) "CONFIDENTIAL AND SENSITIVE INFORMATION" MEANS PERSONAL
12 INFORMATION THAT CAN BE USED TO UNIQUELY IDENTIFY AN INDIVIDUAL OR AN
13 INDIVIDUAL'S ACCOUNT OR PROPERTY, INCLUDING:

14 (1) A GENETIC MARKER;

15 (2) GENETIC TESTING INFORMATION;

16 (3) A UNIQUE IDENTIFIER NUMBER TO LOCATE AN ACCOUNT OR
17 PROPERTY;

18 (4) AN ACCOUNT NUMBER;

19 (5) A PERSONAL IDENTIFICATION NUMBER;

20 (6) A PASSCODE;

21 (7) A DRIVER'S LICENSE NUMBER; AND

22 (8) A SOCIAL SECURITY NUMBER.

23 (D) (1) "CONSENT" MEANS A SPECIFIC, DISCRETE, FREELY GIVEN,
24 UNAMBIGUOUS, AND INFORMED AGREEMENT GIVEN BY AN INDIVIDUAL WHO IS NOT
25 UNDER ANY DURESS OR UNDUE INFLUENCE FROM A PRIVATE ENTITY OR THIRD
26 PARTY TO COLLECT, USE, DISCLOSE, REDISCLOSE, OR OTHERWISE DISSEMINATE
27 THE INDIVIDUAL'S BIOMETRIC DATA.

28 (2) "CONSENT" INCLUDES:

29 (I) A WRITTEN STATEMENT;

1 (II) A WRITTEN STATEMENT BY ELECTRONIC MEANS; AND

2 (III) IN THE CONTEXT OF EMPLOYMENT, A RELEASE EXECUTED
3 BY AN EMPLOYEE AS A CONDITION OF EMPLOYMENT.

4 (E) (1) "PRIVATE ENTITY" MEANS, EXCEPT AS PROVIDED IN PARAGRAPH
5 (2) OF THIS SUBSECTION, ANY INDIVIDUAL, PARTNERSHIP, CORPORATION, LIMITED
6 LIABILITY COMPANY, ASSOCIATION, OR OTHER GROUP, HOWEVER ORGANIZED.

7 (2) "PRIVATE ENTITY" DOES NOT INCLUDE:

8 (I) A STATE OR LOCAL GOVERNMENT AGENCY;

9 (II) A STATE COURT, CLERK OF THE COURT, JUDGE, OR
10 COMMISSIONER;

11 (III) AN ENTITY, OR AN AFFILIATE OF AN ENTITY, SUBJECT TO
12 AND IN COMPLIANCE WITH THE FEDERAL GRAMM-LEACH-BLILEY ACT; OR

13 (IV) AN ENTITY ACTING ONLY AS A PROCESSOR FOR ANOTHER
14 ENTITY.

15 (F) "PROCESSOR" MEANS AN ENTITY THAT PROCESSES, STORES, OR
16 OTHERWISE USES BIOMETRIC DATA ON BEHALF OF A PRIVATE ENTITY.

17 (G) (1) "SELL" MEANS THE PROVISION OF BIOMETRIC DATA FOR
18 MONETARY CONSIDERATION BY A PRIVATE ENTITY TO A THIRD PARTY.

19 (2) "SELL" DOES NOT INCLUDE THE DISCLOSURE OF BIOMETRIC
20 DATA TO:

21 (I) A PROCESSOR THAT PROCESSES, STORES, OR OTHERWISE
22 USES BIOMETRIC DATA ON BEHALF OF THE PRIVATE ENTITY; OR

23 (II) A THIRD PARTY FOR PURPOSES OF PROVIDING A SERVICE
24 OR PRODUCT REQUESTED BY THE CONSUMER.

25 14-4502.

26 (A) (1) EXCEPT AS PROVIDED IN PARAGRAPH (3) OF THIS SUBSECTION
27 AND SUBSECTION (B) OF THIS SECTION, EACH PRIVATE ENTITY IN POSSESSION OF
28 BIOMETRIC DATA SHALL DEVELOP A WRITTEN POLICY, MADE AVAILABLE TO THE
29 PUBLIC, ESTABLISHING A RETENTION SCHEDULE AND GUIDELINES FOR

1 PERMANENTLY DESTROYING BIOMETRIC DATA ON THE EARLIEST OF THE
2 FOLLOWING:

3 (I) THE DATE ON WHICH THE INITIAL PURPOSE FOR
4 COLLECTING OR OBTAINING THE BIOMETRIC DATA HAS BEEN SATISFIED;

5 (II) WITHIN 3 YEARS AFTER THE INDIVIDUAL'S LAST
6 INTERACTION WITH THE PRIVATE ENTITY IN POSSESSION OF THE BIOMETRIC DATA;
7 OR

8 (III) WITHIN 30 DAYS AFTER THE PRIVATE ENTITY RECEIVES A
9 VERIFIED REQUEST TO DELETE THE BIOMETRIC DATA SUBMITTED BY THE
10 INDIVIDUAL OR THE INDIVIDUAL'S REPRESENTATIVE.

11 (2) ABSENT A VALID WARRANT OR SUBPOENA ISSUED BY A COURT OF
12 COMPETENT JURISDICTION, EACH PRIVATE ENTITY IN POSSESSION OF BIOMETRIC
13 DATA SHALL COMPLY WITH THE RETENTION SCHEDULE AND DESTRUCTION
14 GUIDELINES DEVELOPED UNDER PARAGRAPH (1) OF THIS SUBSECTION.

15 (3) A PRIVATE ENTITY IN POSSESSION OF BIOMETRIC DATA FOR
16 FRAUD PREVENTION OR SECURITY PURPOSES IS NOT REQUIRED TO DESTROY AN
17 INDIVIDUAL'S BIOMETRIC DATA IN ACCORDANCE WITH PARAGRAPH (1)(II) AND (III)
18 OF THIS SUBSECTION IF THE INDIVIDUAL IS PART OF THE STATE VOLUNTARY
19 EXCLUSION PROGRAM.

20 (B) A PRIVATE ENTITY MAY NOT BE REQUIRED TO MAKE PUBLICLY
21 AVAILABLE A WRITTEN POLICY DEVELOPED UNDER SUBSECTION (A) OF THIS
22 SECTION IF THE POLICY:

23 (1) APPLIES ONLY TO THE EMPLOYEES OF THE PRIVATE ENTITY; AND

24 (2) IS USED SOLELY FOR INTERNAL COMPANY OPERATIONS.

25 (C) EACH PRIVATE ENTITY IN POSSESSION OF BIOMETRIC DATA SHALL
26 STORE, TRANSMIT, AND PROTECT FROM DISCLOSURE ALL BIOMETRIC DATA:

27 (1) USING THE REASONABLE STANDARD OF CARE WITHIN THE
28 PRIVATE ENTITY'S INDUSTRY; AND

29 (2) IN A MANNER THAT IS AS PROTECTIVE AS OR MORE PROTECTIVE
30 THAN THE MANNER IN WHICH THE PRIVATE ENTITY STORES, TRANSMITS, AND
31 PROTECTS OTHER CONFIDENTIAL AND SENSITIVE INFORMATION.

32 14-4503.

1 **(A) A PRIVATE ENTITY THAT COLLECTS BIOMETRIC DATA MAY NOT SELL,**
2 **LEASE, OR TRADE AN INDIVIDUAL'S BIOMETRIC DATA.**

3 **(B) (1) A PRIVATE ENTITY MAY NOT CONDITION THE PROVISION OF A**
4 **SERVICE ON THE COLLECTION, USE, DISCLOSURE, TRANSFER, SALE, OR**
5 **PROCESSING OF BIOMETRIC DATA UNLESS BIOMETRIC DATA IS STRICTLY**
6 **NECESSARY TO PROVIDE THE SERVICE.**

7 **(2) A PRIVATE ENTITY MAY NOT CHARGE DIFFERENT PRICES OR**
8 **RATES FOR GOODS OR SERVICES OR PROVIDE A DIFFERENT LEVEL OR QUALITY OF**
9 **A GOOD OR SERVICE TO AN INDIVIDUAL WHO EXERCISES THE INDIVIDUAL'S RIGHTS**
10 **UNDER THIS SUBTITLE.**

11 **(C) (1) A PRIVATE ENTITY THAT CONTRACTS WITH A PROCESSOR TO**
12 **PROCESS OR STORE BIOMETRIC DATA MAY NOT ALLOW THE PROCESSOR TO**
13 **COLLECT, STORE, PROCESS, USE, DISCLOSE, OR TAKE ANY ACTION FOR MONETARY**
14 **CONSIDERATION ON OR WITH THE BIOMETRIC DATA OF AN INDIVIDUAL EXCEPT FOR**
15 **PURPOSES FOR WHICH THE PRIVATE ENTITY RECEIVED CONSENT FROM THE**
16 **INDIVIDUAL.**

17 **(2) EXCEPT AS AUTHORIZED BY A CONTRACT WITH A PRIVATE ENTITY**
18 **THAT LEGALLY POSSESSES THE BIOMETRIC DATA, A PROCESSOR MAY NOT COLLECT,**
19 **STORE, PROCESS, USE, DISCLOSE, OR TAKE ANY ACTION FOR MONETARY**
20 **CONSIDERATION ON OR WITH THE BIOMETRIC DATA.**

21 **14-4504.**

22 **(A) EXCEPT AS PROVIDED IN SUBSECTION (B) OF THIS SECTION, A PRIVATE**
23 **ENTITY THAT COLLECTS BIOMETRIC DATA MAY NOT COLLECT, USE, DISCLOSE,**
24 **REDISCLOSE, OR OTHERWISE DISSEMINATE AN INDIVIDUAL'S BIOMETRIC DATA**
25 **UNLESS:**

26 **(1) THE INDIVIDUAL OR THE INDIVIDUAL'S LEGALLY AUTHORIZED**
27 **REPRESENTATIVE GIVES CONSENT TO THE PARTICULAR OR CATEGORY OF**
28 **COLLECTION, USE, DISCLOSURE, REDISCLOSURE, OR DISSEMINATION; OR**

29 **(2) THE DISCLOSURE OR REDISCLOSURE IS REQUIRED:**

30 **(I) BY A VALID WARRANT OR SUBPOENA;**

31 **(II) TO COMPLY WITH FEDERAL, STATE, OR LOCAL LAWS,**
32 **RULES, OR REGULATIONS; OR**

1 **(III) TO COOPERATE WITH LAW ENFORCEMENT CONCERNING**
2 **CONDUCT OR ACTIVITY THAT THE PRIVATE ENTITY OR THE PROCESSOR**
3 **REASONABLY AND IN GOOD FAITH BELIEVES VIOLATES A FEDERAL, STATE, OR**
4 **LOCAL LAW, RULE, OR REGULATION.**

5 **(B) (1) A PRIVATE ENTITY MAY COLLECT, USE, DISCLOSE, REDISCLOSE,**
6 **OR OTHERWISE DISSEMINATE AN INDIVIDUAL'S BIOMETRIC DATA WITHOUT**
7 **COMPLYING WITH SUBSECTION (A) OF THIS SECTION IF THE PRIVATE ENTITY:**

8 **(I) COLLECTS, USES, DISCLOSES, REDISCLOSES, OR**
9 **OTHERWISE DISSEMINATES THE BIOMETRIC DATA FOR FRAUD PREVENTION OR**
10 **SECURITY PURPOSES; AND**

11 **(II) SUBJECT TO PARAGRAPH (3) OF THIS SUBSECTION, POSTS**
12 **CONSPICUOUS WRITTEN NOTICE OF THE COLLECTION OF BIOMETRIC DATA AT EACH**
13 **POINT OF ENTRY.**

14 **(2) (I) THE COLLECTION, USE, DISCLOSURE, REDISCLOSURE, OR**
15 **OTHER DISSEMINATION OF BIOMETRIC DATA UNDER THIS SUBSECTION SHALL BE**
16 **DIRECTLY TIED TO THE SERVICES BEING PROVIDED BY THE PRIVATE ENTITY.**

17 **(II) A PRIVATE ENTITY THAT COLLECTS, USES, DISCLOSES,**
18 **REDISCLOSES, OR OTHERWISE DISSEMINATES BIOMETRIC DATA UNDER THIS**
19 **SUBSECTION MAY COLLECT, USE, DISCLOSE, REDISCLOSE, OR OTHERWISE**
20 **DISSEMINATE ONLY WHAT IS STRICTLY NECESSARY FOR FRAUD PREVENTION AND**
21 **SECURITY PURPOSES.**

22 **(3) THE NOTICE REQUIRED IN PARAGRAPH (1) OF THIS SUBSECTION**
23 **SHALL INFORM CONSUMERS OF:**

24 **(I) THE CATEGORIES OF BIOMETRIC DATA TO BE COLLECTED;**
25 **AND**

26 **(II) THE PURPOSES FOR WHICH THE CATEGORIES OF**
27 **BIOMETRIC DATA WILL BE USED.**

28 **14-4505.**

29 **(A) AT THE REQUEST OF AN INDIVIDUAL OR AN INDIVIDUAL'S LEGALLY**
30 **AUTHORIZED REPRESENTATIVE, A PRIVATE ENTITY THAT COLLECTS, USES,**
31 **DISCLOSES, OR REDISCLOSES BIOMETRIC DATA OF THE INDIVIDUAL SHALL**
32 **DISCLOSE, FREE OF CHARGE, THE BIOMETRIC DATA AND INFORMATION RELATED TO**
33 **THE USE OF THE BIOMETRIC DATA TO THE INDIVIDUAL, INCLUDING:**

1 **(1) THE CATEGORIES OF BIOMETRIC DATA; AND**

2 **(2) THE PURPOSES FOR WHICH THE PRIVATE ENTITY USED THE**
3 **BIOMETRIC DATA.**

4 **(B) A PRIVATE ENTITY MAY NOT BE REQUIRED TO PROVIDE AN INDIVIDUAL**
5 **OR THE INDIVIDUAL'S LEGALLY AUTHORIZED REPRESENTATIVE WITH THE**
6 **INFORMATION IN SUBSECTION (A) OF THIS SECTION MORE THAN TWICE DURING ANY**
7 **CONSECUTIVE 12-MONTH PERIOD.**

8 **14-4506.**

9 **(A) EXCEPT AS PROVIDED IN SUBSECTION (B) OF THIS SECTION, A**
10 **VIOLATION OF THIS SUBTITLE IS:**

11 **(1) AN UNFAIR, ABUSIVE, OR DECEPTIVE TRADE PRACTICE WITHIN**
12 **THE MEANING OF TITLE 13 OF THIS ARTICLE; AND**

13 **(2) SUBJECT TO THE ENFORCEMENT AND PENALTY PROVISIONS**
14 **CONTAINED IN TITLE 13 OF THIS ARTICLE, EXCEPT FOR § 13-408 OF THIS ARTICLE.**

15 **(B) IN ADDITION TO THE REMEDIES AVAILABLE IN SUBSECTION (A) OF THIS**
16 **SECTION, AN INDIVIDUAL WHO IS AFFECTED BY A VIOLATION OF § 14-4503(A) OF**
17 **THIS SUBTITLE MAY BRING AN ACTION AGAINST THE PRIVATE ENTITY IN**
18 **ACCORDANCE WITH § 13-408 OF THIS ARTICLE.**

19 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
20 October 1, 2023.