



**ATTORNEY GENERAL STEVE MARSHALL ANNOUNCES FINAL PASSAGE OF
ALABAMA DATA BREACH NOTIFICATION ACT**

(MONTGOMERY) – Attorney General Steve Marshall announced final passage of the Alabama Data Breach Notification Act, (SB 318), which cleared the Alabama Senate 30 to 0 on Tuesday. Passage of the consumer protection legislation was a major priority of Attorney General Marshall and ensures that Alabama will no longer be the only state without a law requiring entities experiencing a data breach to notify consumers if their personal information has been compromised.

Attorney General Marshall issued the following statement about the significance of the passage of the Alabama Data Breach Notification Act:

“For years, Alabama consumers have lacked basic information that they needed to not become victims of identity theft. For many years, the Alabama Legislature has attempted to fill that void but with no success. Today, that’s different. As a result of the leadership of this office, Senator Arthur Orr and Representative Phil Williams, the Alabama Legislature passed today the Alabama Data Breach Notification Act.

“Those protections matter. Here’s why. Over 90 percent of us routinely buy things online. In doing so, we share personally sensitive identifying information like our home addresses or maybe our social security numbers or more importantly our financial information. For years, companies have seen data breaches that have taken place where that personally sensitive information is obtained by those who would use it for improper means. Uber, for example, 57 million people affected. Equifax, that number has risen to almost 150 million. Or Yahoo, over three billion people who had their personally sensitive information obtained by third party sources. But yet, in Alabama, those same businesses were not required by law to let Alabama consumers know the fact that their information had been obtained – not allowing them to take proactive steps to make sure that their credit information is safe from those who would use it for improper reasons. It also didn’t allow our office to be able to help those same consumers understand what they could do to protect their basic information from being stolen.

“Because of the work of the Alabama Legislature today Alabama no longer suffers from that same problem, but instead, consumers are now armed with information they need to protect themselves going forward. This bill was a priority for our office, to make sure that Alabama consumers had the information that they needed. And, as a result of the hard work of many people, including the members of this Alabama Legislature, and the work of our office, we have now corrected that problem and going forward Alabama consumers are going to be better off.”

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- Watch Attorney General Marshall's statement on the passage of the Alabama Data Breach Notification Act via this [link](#).

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