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How Companies Can Prepare For Connecticut's Data Privacy Amendments

What do Connecticut's new data privacy amendments mean for financial services companies, any companies conducting digital marketing and other data-driven business models?

In a recent *Law360* article, Day Pitney Partner William Roberts, Counsel Laura Land Himelstein, and Associate Jacob Buttiker examine how changes to the Connecticut Data Privacy Act will reshape compliance requirements, including a shift from broad, entity-level exemptions to a more nuanced, data-level approach.

The amendments also expand the law's reach potentially to fintechs, auto dealers and other businesses previously out of scope. These new obligations around consumer rights and data governance underscore the importance of proactive data mapping and compliance management.

Read the full article here.

Authors



William J. Roberts
Partner

Hartford, CT | (860) 275-0184

wroberts@daypitney.com



Jacob W. Buttiker
Associate

Washington, D.C. | (860) 275-0251

jbuttiker@daypitney.com