

*Edward J. Markey*

114TH CONGRESS  
1ST SESSION

**S.** \_\_\_\_\_

To require data brokers to establish procedures to ensure the accuracy of collected personal information, and for other purposes.

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IN THE SENATE OF THE UNITED STATES

Mr. MARKEY (for himself, Mr. BLUMENTHAL, and Mr. WHITEHOUSE) introduced the following bill; which was read twice and referred to the Committee on \_\_\_\_\_

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**A BILL**

To require data brokers to establish procedures to ensure the accuracy of collected personal information, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the "Data Broker Account-  
5 ability and Transparency Act of 2015".

6 **SEC. 2. DEFINITIONS.**

7 In this Act:

8 (1) COMMISSION.—The term "Commission"  
9 means the Federal Trade Commission.

1 (2) COVERED DATA BROKER.—

2 (A) IN GENERAL.—The term “covered  
3 data broker” includes all data brokers except  
4 those data brokers excepted under subpara-  
5 graph (B).

6 (B) EXCEPTIONS.—The Commission may  
7 except a data broker if the Commission con-  
8 siders, by rule, a data broker outside the scope  
9 of this Act, such as a data broker who proc-  
10 esses information collected by or on behalf of  
11 and received from or on behalf of a non-  
12 affiliated third party concerning an individual  
13 who is a customer or an employee of that third  
14 party to enable that third party, directly or  
15 through parties acting on its behalf, to provide  
16 benefits for its employees or directly transact  
17 business with its customers.

18 (3) DATA BROKER.—The term “data broker”  
19 means a commercial entity that collects, assembles,  
20 or maintains personal information concerning an in-  
21 dividual who is not a customer or an employee of  
22 that entity in order to sell the information or provide  
23 third party access to the information.

1           (4) NON-PUBLIC INFORMATION.—The term  
2 “non-public information” means information about  
3 an individual that is—

4           (A) of a private nature;

5           (B) not available to the general public; and

6           (C) not obtained from a public record.

7           (5) PUBLIC RECORD INFORMATION.—The term  
8 “public record information” means information  
9 about an individual that has been obtained originally  
10 from records of a Federal, State, or local govern-  
11 ment entity that are available for public inspection.

12 **SEC. 3. PROHIBITION ON OBTAINING OR SOLICITATION TO**  
13 **OBTAIN PERSONAL INFORMATION BY FALSE**  
14 **PRETENSES.**

15       (a) IN GENERAL.—A covered data broker may not  
16 obtain or attempt to obtain, or cause to be disclosed or  
17 attempt to cause to be disclosed to any person, personal  
18 information or any other information relating to any per-  
19 son by making a false, fictitious, or fraudulent statement  
20 or representation to any person, including by providing  
21 any document to any person, that the covered data broker  
22 knows or should know—

23           (1) to be forged, counterfeit, lost, stolen, or  
24 fraudulently obtained; or

1           (2) contains a false, fictitious, or fraudulent  
2           statement or representation.

3           (b) SOLICITATION.—A covered data broker may not  
4           request a person to obtain personal information, or any  
5           other information, relating to any other person if the cov-  
6           ered data broker knows or should know that the person  
7           to whom the request is made will obtain or attempt to  
8           obtain that information in the manner described in sub-  
9           section (a).

10   **SEC. 4. REQUIREMENTS CONCERNING ACCURACY OF AND**  
11                           **ACCESS TO PERSONAL INFORMATION.**

12           (a) ACCURACY.—

13           (1) IN GENERAL.—Except as provided in para-  
14           graph (2), a covered data broker shall establish pro-  
15           cedures to ensure, to the maximum extent prac-  
16           ticable, the accuracy of—

17                   (A) the personal information it collects, as-  
18                   sembles, or maintains; and

19                   (B) any other information it collects, as-  
20                   sembles, or maintains that specifically identifies  
21                   an individual, unless the information only iden-  
22                   tifies an individual's name or address.

23           (2) EXCEPTION.—A covered data broker may  
24           collect or maintain information that may be inac-  
25           curate with respect to a particular individual if that

1 information is being collected or maintained solely  
2 for the purpose of—

3 (A) indicating whether there may be a dis-  
4 crepancy or irregularity in the personal infor-  
5 mation that is associated with an individual;

6 (B) helping to identify, or to authenticate  
7 the identity of, an individual; or

8 (C) helping to protect against or inves-  
9 tigate fraud or other unlawful conduct.

10 (b) CONSUMER ACCESS.—

11 (1) IN GENERAL.—Subject to paragraph (4), a  
12 covered data broker shall provide an individual a  
13 means to review any personal information or other  
14 information that specifically identifies that indi-  
15 vidual, that the covered data broker collects, assem-  
16 bles, or maintains on that individual.

17 (2) REVIEW REQUIREMENTS.—The means for  
18 review under paragraph (1) shall be provided—

19 (A) at an individual's request;

20 (B) after verifying the identity of the indi-  
21 vidual;

22 (C) at least 1 time per year;

23 (D) at no cost to the individual; and

1           (E) in a format that can be readily under-  
2           stood by a consumer, as determined by the  
3           Commission.

4           (3) PERIOD OF REVIEW.—A covered data  
5           broker shall provide an individual the means re-  
6           quired under paragraph (1) within such period after  
7           receiving a request from such individual as the Com-  
8           mission shall determine, by rule, is appropriate.

9           (4) EXCEPTIONS.—The Commission may, by  
10          rule, establish such exceptions to paragraph (1) as  
11          the Commission considers appropriate, such as for  
12          child protection, law enforcement, fraud prevention,  
13          or other government purposes.

14          (5) LIMITATION ON USE OF VERIFYING INFOR-  
15          MATION.—If a covered data broker collects informa-  
16          tion from an individual to verify the identity of the  
17          individual under paragraph (2)(B) that the data  
18          broker did not have before such collection, the data  
19          broker may not use such information for any pur-  
20          pose other than for purposes of verifying the identity  
21          of the individual under such paragraph.

22          (c) DISPUTED INFORMATION.—

23               (1) IN GENERAL.—An individual whose per-  
24               sonal information is maintained by a covered data  
25               broker may dispute the accuracy of any information

1 described under subsection (b)(1) by requesting, in  
2 writing, that the covered data broker correct the in-  
3 formation.

4 (2) CORRECTION REQUIREMENTS.—A covered  
5 data broker, after verifying the identity of an indi-  
6 vidual making a request under paragraph (1) to cor-  
7 rect information, and unless there are reasonable  
8 grounds to believe the request is frivolous or irrele-  
9 vant, shall—

10 (A) with regard to public record informa-  
11 tion—

12 (i) inform the individual of the source  
13 of the information and, if reasonably avail-  
14 able, where to direct the individual's re-  
15 quest for correction; or

16 (ii) if the individual provides proof  
17 that the public record has been corrected  
18 or that the covered data broker was report-  
19 ing the information incorrectly, correct the  
20 inaccuracy in the covered data broker's  
21 records; and

22 (B) with regard to non-public informa-  
23 tion—

1 (i) note the information that is dis-  
2 puted, including the individual's written re-  
3 quest;

4 (ii) if the information can be inde-  
5 pendently verified, use the procedures es-  
6 tablished under subsection (a) to independ-  
7 ently verify the information; and

8 (iii) if the covered data broker was re-  
9 porting the information incorrectly, correct  
10 the inaccuracy in the covered data broker's  
11 records.

12 (3) PERIOD OF CORRECTION.—In a case in  
13 which a covered data broker is subject to a require-  
14 ment under paragraph (2) due to a request made by  
15 an individual under paragraph (1), such covered  
16 data broker shall take such action as may be re-  
17 quired to satisfy such requirement within such pe-  
18 riod as the Commission shall determine, by rule, is  
19 appropriate.

20 (d) NOTICE.—

21 (1) IN GENERAL.—A covered data broker shall  
22 maintain an Internet website and place a clear and  
23 conspicuous notice on that Internet website instruct-  
24 ing an individual how—



1 (A) to review information under subsection  
2 (b)(1); and

3 (B) to express a preference under sub-  
4 section (e)(2).

5 (2) FORM.—A covered data broker shall ensure  
6 that the notice the covered data broker places under  
7 paragraph (1) conforms to such model form as the  
8 Commission shall promulgate for purposes of this  
9 subsection.

10 (e) CERTAIN MARKETING INFORMATION.—

11 (1) IN GENERAL.—A covered data broker may  
12 not use, share, or sell any information for marketing  
13 purposes that is subject to an expressed preference  
14 under paragraph (2).

15 (2) EXPRESSION OF PREFERENCES.—A covered  
16 data broker that maintains any information de-  
17 scribed under subsection (a) and that uses, shares,  
18 or sells that information for marketing purposes  
19 shall provide each individual whose information the  
20 covered data broker maintains with a reasonable  
21 means of expressing a preference not to have that  
22 individual's information used for those purposes.

23 (f) AUDITING.—

24 (1) IN GENERAL.—Subject to paragraph (2),  
25 each covered data broker shall establish measures

1 that facilitate the auditing or retracing of any inter-  
2 nal or external access to, or transmission of, any  
3 data containing personal information collected, as-  
4 sembled, or maintained by the covered data broker.

5 (2) EXCEPTIONS.—The Commission may estab-  
6 lish, by rule, such exceptions to paragraph (1) as the  
7 Commission considers appropriate to further or pro-  
8 tect law enforcement or national security activities.

9 (g) PERSONS REGULATED BY THE FAIR CREDIT RE-  
10 PORTING ACT.—A covered data broker shall be considered  
11 to be in compliance with this section with respect to infor-  
12 mation that is subject to the Fair Credit Reporting Act  
13 (15 U.S.C. 1681 et seq.) if the covered data broker is in  
14 compliance with sections 609, 610, and 611 of that Act  
15 (15 U.S.C. 1681g, 1681h, 1681i).

16 **SEC. 5. REGULATIONS.**

17 (a) IN GENERAL.—Not later than 1 year after the  
18 date of the enactment of this Act, the Commission shall  
19 promulgate regulations under section 553 of title 5,  
20 United States Code, to carry out this Act.

21 (b) ELEMENTS.—The regulations promulgated under  
22 subsection (a) shall include the following:

23 (1) Such exceptions the Commission considers  
24 appropriate to promulgate under section 2(2)(B).

1           (2) The period of review required under section  
2           4(b)(3).

3           (3) Such exceptions as the Commission con-  
4           siders appropriate to promulgate under section  
5           4(b)(4).

6           (4) The period of correction required under sec-  
7           tion 4(e)(3).

8           (5) The model form required by section 4(d)(2).

9           (6) Requirements for auditing under paragraph  
10          (1) of section 4(f) and such exceptions under para-  
11          graph (2) of such section as the Commission con-  
12          siders appropriate.

13          (7) Establishment of a centralized Internet  
14          website for the benefit of consumers that—

15                 (A) lists the covered data brokers that are  
16                 subject to a requirement of section 4; and

17                 (B) provides information to consumers  
18                 about their rights under this Act.

19          (8) Such other regulations as the Commission  
20          considers appropriate to carry out this Act.

21 **SEC. 6. ENFORCEMENT.**

22          (a) **ENFORCEMENT BY FEDERAL TRADE COMMIS-**  
23 **SION.—**

24                 (1) **UNFAIR OR DECEPTIVE ACTS OR PRAC-**  
25                 **TICES.—**A violation of section 3 or 4 or a regulation

1 promulgated under this Act shall be treated as a vio-  
2 lation of a rule defining an unfair or a deceptive act  
3 or practice under section 18(a)(1)(B) of the Federal  
4 Trade Commission Act (15 U.S.C. 57a(a)(1)(B)).

5 (2) POWERS OF COMMISSION.—

6 (A) IN GENERAL.—The Commission shall  
7 enforce this Act in the same manner, by the  
8 same means, and with the same jurisdiction,  
9 powers, and duties as though all applicable  
10 terms and provisions of the Federal Trade  
11 Commission Act (15 U.S.C. 41 et seq.) were in-  
12 corporated into and made a part of this Act.

13 (B) PRIVILEGES AND IMMUNITIES.—Any  
14 person who violates a regulation prescribed  
15 under this Act shall be subject to the penalties  
16 and entitled to the privileges and immunities  
17 provided in the Federal Trade Commission Act  
18 (15 U.S.C. 41 et seq.).

19 (b) ENFORCEMENT BY STATES.—

20 (1) CIVIL ACTION.—Except as provided under  
21 paragraph (5), in any case in which the attorney  
22 general of a State has reason to believe that an in-  
23 terest of the residents of that State has been or is  
24 threatened or adversely affected by any person sub-  
25 ject to a provision of section 3 or 4 or a regulation

1 promulgated under this Act in a practice that vio-  
2 lates such provision or regulation, the attorney gen-  
3 eral of the State may, as *parens patriae*, bring a  
4 civil action on behalf of the residents of the State in  
5 an appropriate district court of the United States—

6 (A) to enjoin further violation of such pro-  
7 vision or regulation by such person;

8 (B) to compel compliance with such provi-  
9 sion or regulation;

10 (C) to obtain damages, restitution, or other  
11 compensation on behalf of such residents;

12 (D) to obtain such other relief as the court  
13 considers appropriate; or

14 (E) to obtain civil penalties in the amount  
15 determined under paragraph (2).

16 (2) CIVIL PENALTIES.—

17 (A) CALCULATION.—For purposes of im-  
18 posing a civil penalty under paragraph (1)(E),  
19 the amount determined under this paragraph is  
20 the amount calculated by multiplying the num-  
21 ber of separate violations of a rule by an  
22 amount not greater than \$16,000.

23 (B) ADJUSTMENT FOR INFLATION.—Be-  
24 ginning on the date that the Consumer Price  
25 Index is first published by the Bureau of Labor

1           Statistics that is after 1 year after the date of  
2           enactment of this Act, and each year thereafter,  
3           the amount specified in subparagraph (A) shall  
4           be increased by the percentage increase in the  
5           Consumer Price Index published on that date  
6           from the Consumer Price Index published the  
7           previous year.

8           (3) RIGHTS OF FEDERAL TRADE COMMIS-  
9           SION.—

10           (A) NOTICE TO FEDERAL TRADE COMMIS-  
11           SION.—

12           (i) IN GENERAL.—Except as provided  
13           in clause (iii), the attorney general of a  
14           State shall notify the Commission in writ-  
15           ing that the attorney general intends to  
16           bring a civil action under paragraph (1)  
17           before initiating the civil action.

18           (ii) CONTENTS.—The notification re-  
19           quired by clause (i) with respect to a civil  
20           action shall include a copy of the complaint  
21           to be filed to initiate the civil action.

22           (iii) EXCEPTION.—If it is not feasible  
23           for the attorney general of a State to pro-  
24           vide the notification required by clause (i)  
25           before initiating a civil action under para-

1 graph (1), the attorney general shall notify  
2 the Commission immediately upon insti-  
3 tuting the civil action.

4 (B) INTERVENTION BY FEDERAL TRADE  
5 COMMISSION.—The Commission may—

6 (i) intervene in any civil action  
7 brought by the attorney general of a State  
8 under paragraph (1); and

9 (ii) upon intervening—

10 (I) be heard on all matters aris-  
11 ing in the civil action; and

12 (II) file petitions for appeal of a  
13 decision in the civil action.

14 (4) INVESTIGATORY POWERS.—Nothing in this  
15 subsection may be construed to prevent the attorney  
16 general of a State from exercising the powers con-  
17 ferred on the attorney general by the laws of the  
18 State to conduct investigations, to administer oaths  
19 or affirmations, or to compel the attendance of wit-  
20 nesses or the production of documentary or other  
21 evidence.

22 (5) PREEMPTIVE ACTION BY FEDERAL TRADE  
23 COMMISSION.—If the Commission institutes a civil  
24 action or an administrative action with respect to a  
25 violation of a provision of section 3 or 4 or a regula-

1       tion promulgated under this Act, the attorney gen-  
2       eral of a State may not, during the pendency of such  
3       action, bring a civil action under paragraph (1)  
4       against any defendant named in the complaint of the  
5       Commission for the violation with respect to which  
6       the Commission instituted such action.

7               (6) ACTIONS BY OTHER STATE OFFICIALS.—

8               (A) IN GENERAL.—In addition to civil ac-  
9       tions brought by attorneys general under para-  
10      graph (1), any other officer of a State who is  
11      authorized by the State to do so may bring a  
12      civil action under paragraph (1), subject to the  
13      same requirements and limitations that apply  
14      under this subsection to civil actions brought by  
15      attorneys general.

16              (B) SAVINGS PROVISION.—Nothing in this  
17      subsection may be construed to prohibit an au-  
18      thorized official of a State from initiating or  
19      continuing any proceeding in a court of the  
20      State for a violation of any civil or criminal law  
21      of the State.

22   **SEC. 7. EFFECT ON OTHER LAWS.**

23              (a) PRESERVATION OF COMMISSION AUTHORITY.—  
24      Nothing in this Act may be construed in any way to limit



1 or affect the Commission's authority under any other pro-  
2 vision of law.

3 (b) PRESERVATION OF OTHER FEDERAL LAW.—  
4 Nothing in this Act may be construed in any way to super-  
5 sede, restrict, or limit the application of the Fair Credit  
6 Reporting Act (15 U.S.C. 1681 et seq.) or any other Fed-  
7 eral law.