

STATE	Clear and conspicuous notice about data collection and use	Opt-in consent for collection and use of sensitive PII	Opt out notice for collection and use of non-sensitive PII and non-PII	Websites to post clear and conspicuous disclosure of ad network use, information collection and marketing opt-out	Opt-in for merger of PII and existing non-PII; opt-out for merger of new non-PII; opportunity to revoke consent	Data protection and security	Ad networks post prior notices of policy changes	Consumer access to PII and other records retained for ad delivery	State AG Enforcement
CT	Posted by ad networks	Yes	Yes	Yes, but indirectly through contract with ad network	Yes	Yes	Yes	Yes, except in six delineated circumstances	Yes
OH	Posted by ad networks	Yes	Yes	Yes, but indirectly through contract with ad network	Yes, unless required by law	Yes	Yes	Yes, except in six delineated circumstances	Yes (\$1,000 per violation), but AG approved self-regulatory plan also an option
MA	Posted by ad networks	Yes	Yes	Yes, but indirectly through contract with ad network	Yes	Yes, and limits retention of information to 24 months	Yes	Yes, except in six delineated circumstances	Yes (\$1,000 per violation)
NY	Posted by ad networks <b>and</b> affected web sites	Yes, but also requires opt-in for collection of non-sensitive PII and applies to web sites	Yes, but opt in for <i>all</i> PII and also applies to web sites	Yes	Not expressly, but requires opt-in for collection of all PII	Yes	Silent	No	Yes (\$250 per violation)