

# Comparing consent requirements by privacy laws across the world

Learn how different privacy laws require companies to enable consumers to opt-in and opt-out of the use of their personal data for specific purposes.

Law		California CCPA, CPRA	Colorado CPA	Connecticut CTDPA	Virginia CDPA	Utah UCPA	European Union GDPR
<b>Effective Date</b>		January 1, 2020 January 1, 2023	July 1, 2023	July 1, 2023	January 1, 2023	December 31, 2023	May 25, 2018
<b>Terms</b>		<b>Simple Definitions</b>					
<b>Automated decision-making (Profiling)</b>	Making a decision solely by automated means without any human involvement to evaluate certain things about an individual to present content, offers, performance evaluations, job offers, etc.	Opt-out	—	Opt-out	Opt-out	—	Opt-in
<b>Cross-context behavioral advertising (Targeted Advertising)</b>	This is targeting advertising to consumers based on personal information obtained from their online history including websites visits and search engine requests. The intent is to serve more relevant advertising to the consumer.	Opt-out	—	Opt-out	Opt-out	Opt-out	Opt-in
<b>Opt-In for sale after previously opting-out</b>	The ability to opt back in after previously opting-out of the sale of personal information.	Opt-in	—	—	—	—	Opt-in
<b>Participation in financial incentive programs</b>	A financial incentive is a program, benefit, or other offering, including payments to consumers, related to the collection, deletion, or sale of their personal information.	Opt-in	—	—	—	—	Opt-in
<b>Processing of personal data</b>	Processing of data is any operation or set of operations that are performed on personal data by either automated or not automated means.	—	Opt-out	—	—	—	Opt-in
<b>Processing of personal data of minors</b>	Processing of data is any operation or set of operations that are performed on personal data by either automated or not automated means. The definition of a minor ranges from under 13 to 16 years old.	—	Opt-in	Opt-in	—	—	Opt-in
<b>Sale or sharing of personal information</b>	The definition of sale or sharing of personal information varies across laws. The common language across all of them is that “monetary or other valuable consideration” was given in return for the use of your data by a third party.	Opt-out	—	Opt-out	Opt-out	—	Opt-in
<b>Sale or sharing of personal information of minors</b>	The definition of sale or sharing of personal information varies from across laws. The common language is that “monetary or other valuable consideration” was given in return for the use of your data by a third party. The definition of a minor ranges from under 13 to 16 years old.	Opt-in	—	—	—	Opt-out	Opt-in
<b>Secondary or additional use of data</b>	Secondary use includes new use of data beyond what was originally discussed at the point of collection and or consented to.	Opt-in	Opt-in	—	Opt-in	Opt-in	Opt-in
<b>Use of sensitive data</b>	Sensitive data is classified information that if misused could cause harm to the individual and must be protected against unauthorized access. It includes: Biometric data, Citizenship or citizenship status, Financial Information, Genetic or biometric data, Government ID's, Mental or physical health, Minors, Philosophical or political beliefs, Precise geolocation, Racial or ethnic origin, Religious belief, Sexual orientation, Trade union participation.	Opt-out	Opt-in	Opt-in	Opt-in	Opt-out	Opt-in

To learn more about managing consents, read our whitepaper: [wirewheel.io/resource/consent-management-white-paper](https://wirewheel.io/resource/consent-management-white-paper)