

## **VLP Partner Melissa Krasnow Authors International Risk Management Articles “UCPA: Application, Definitions, Consumer Rights, and Obligations” and “UCPA: Deidentified Data, Enforcement, and Exceptions”**

VLP Partner **Melissa Krasnow** wrote articles “UCPA: Application, Definitions, Consumer Rights, and Obligations” and “UCPA: Deidentified Data, Enforcement, and Exceptions” for International Risk Management, Inc.

The Utah Consumer Privacy Act (UCPA) will become effective on December 31, 2023.

The first article discusses UCPA application and definitions, consumer rights, privacy notice requirements, controller and processor responsibilities, and controller-processor contracts.

The second article discusses UCPA deidentified data and enforcement, as well as exceptions to the UCPA.

To read each article in their entirety, click [here](#) for the first and [here](#) for the second.