

VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Florida Governor Backs Data Privacy Bill Akin to California Laws”

VLP Partner **Melissa Krasnow** was quoted in the Bloomberg Law article titled “Florida Governor Backs Data Privacy Bill Akin to California Laws.”

The article discusses the recently introduced Florida House Bill 969, which addresses consumer privacy.

This Florida bill appears to be based on both the California Consumer Privacy Act and the California Privacy Rights Act.

Like privacy legislation in California, it has a limited private right of action for consumers to sue in the event of some data breaches stemming from poor security practices.

According to Ms. Krasnow: “The Florida bill’s right to opt out of the sharing of personal data and higher penalties for violations involving children’s information are both inspired by the CPRA.”

Ms. Krasnow said: “Florida isn’t California, but it’s a huge economy — it’s got heft,” Krasnow said. “This is another significant jurisdiction to consider privacy legislation.”

Click [here](#) to read the entire article.