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Connecticut Data Privacy Act New Opt-out Rights

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On December 30, 2024, the Connecticut Attorney General issued an [advisory](#) to consumers and businesses that new opt-out rights under the Connecticut Data Privacy Act are effective as of January 1, 2025. Businesses must now honor global opt-out preference signals sent by consumers, e.g., via the [Global Privacy Control](#), and treat those signals as requests to opt out of targeted advertising and sale of personal data. Additional resources are available on the Attorney General's website.

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