



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

SB3219

Introduced 2/2/2026, by Sen. Sue Rezin

SYNOPSIS AS INTRODUCED:

30 ILCS 105/5.1038 new
815 ILCS 530/55 new

Amends the Personal Information Protection Act. Provides that, annually, on or before January 31, a data broker operating in the State shall register with the Attorney General. Provides that, in registering with the Attorney General, a data broker shall pay a registration fee in an amount determined by the Attorney General and shall also provide specified information. Provides that the Attorney General shall create a page on its Internet website where the registration information shall be made accessible to the public. Provides for civil penalties. Provides that all moneys received by the Attorney General under the provisions shall be deposited into the Data Broker Registry Fund to offset all reasonable costs of enforcing the registration requirements and establishing and maintaining the Internet website. Amends the State Finance Act to create the Data Broker Registry Fund.

LRB104 18747 SPS 32190 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The State Finance Act is amended by adding
5 Section 5.1038 as follows:

6 (30 ILCS 105/5.1038 new)

7 Sec. 5.1038. The Data Broker Registry Fund.

8 Section 10. The Personal Information Protection Act is
9 amended by adding Section 55 as follows:

10 (815 ILCS 530/55 new)

11 Sec. 55. Data broker registry.

12 (a) As used in this Section:

13 "Dark pattern" means a user interface designed or
14 manipulated with the purpose of subverting or impairing user
15 autonomy, decision making, or choice.

16 "Data broker" means a business that knowingly collects and
17 sells to third parties the personal information of a consumer
18 with whom the business does not have a direct relationship.

19 "Data broker" does not include:

20 (1) an entity to the extent that it is covered by the
21 federal Fair Credit Reporting Act (15 U.S.C. 1681 et

1 seq.); and

2 (2) an entity to the extent that it is covered by the
3 Gramm-Leach-Bliley Act (Public Law 106-102) and its
4 implementing regulations.

5 (b) Annually, on or before January 31, a data broker
6 operating in this State shall register with the Attorney
7 General.

8 (c) In registering with the Attorney General, a data
9 broker shall pay a registration fee in an amount determined by
10 the Attorney General, not to exceed the reasonable costs of
11 establishing and maintaining the informational Internet
12 website described in Section 60. A data broker shall also
13 provide the following information:

14 (1) the name of the data broker and its primary
15 physical, email, and Internet website addresses;

16 (2) whether the data broker collects the personal
17 information of minors;

18 (3) whether the data broker collects consumers'
19 precise geolocation;

20 (4) whether the data broker collects consumers'
21 reproductive health care data;

22 (5) a link to a page on the data broker's Internet
23 website that does not make use of any dark patterns;

24 (6) whether, and to what extent, the data broker or
25 any of its subsidiaries is regulated by any of the
26 following:

1 (A) the federal Fair Credit Reporting Act (15
2 U.S.C. 1681 et seq.); and

3 (B) the Gramm-Leach-Bliley Act (Public Law
4 106-102) and its implementing regulations; and

5 (7) any additional information or explanation the data
6 broker chooses to provide concerning its data collection
7 practices.

8 (d) The Attorney General shall create a page on its
9 Internet website where the registration information provided
10 in subsection (c) shall be made accessible to the public.

11 (e) A data broker that fails to register as required by
12 this Section shall be liable for civil penalties and costs in
13 an action brought by the Attorney General as follows:

14 (1) a civil penalty of \$200 for each day the data
15 broker fails to register as required by this Section;

16 (2) an amount equal to the fees that were due during
17 the period it failed to register; and

18 (3) expenses incurred by the Attorney General in the
19 investigation and administration of the action as the
20 court deems appropriate.

21 (f) All moneys received by the Attorney General under this
22 Section shall be deposited into the Data Broker Registry Fund,
23 a special fund created in the State treasury, and shall be
24 used, subject to appropriation and as directed by the Attorney
25 General, to offset all reasonable costs of enforcing the
26 registration requirements described in subsection (c) and

1 establishing and maintaining the Internet website in
2 subsection (d).