



Oklahoma Consumer Data Privacy Law Compliance Snapshot

Understand the Law. Identify Your Obligations. Prepare for Compliance.

This CLIClaw Compliance Snapshot provides a concise overview of the Oklahoma Consumer Data Privacy Law, including its applicability, consumer privacy rights, key business obligations, third-party requirements, enforcement provisions, and compliance considerations.

Designed as a practical reference for businesses, the snapshot helps organizations understand the law's principal requirements, evaluate potential applicability, and identify areas that may require additional compliance planning or operational review.

Use this snapshot as a starting point for understanding Oklahoma's privacy requirements and determining whether further assessment, implementation, or legal guidance is needed.

DISCLAIMER

These materials are provided for informational and compliance support purposes only and are not intended as legal advice. Use of these materials does not establish an attorney-client relationship.

Organizations are responsible for evaluating applicable legal requirements and should consult qualified legal counsel regarding specific obligations.

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OKLAHOMA CONSUMER DATA PRIVACY LAW (SB 546) COMPLIANCE SNAPSHOT

Enacted March 20, 2026 | Effective January 1, 2027



Oklahoma's Consumer Data Privacy Law (SB 546) establishes consumer privacy rights for Oklahoma residents and compliance obligations for businesses that collect, use, or disclose personal data.

The law takes effect **January 1, 2027**.

01

APPLICABILITY

Which Businesses May Be Covered?



- Applies to a controller or processor that conducts business in Oklahoma or produces products or services targeted to Oklahoma residents.
- Covers organizations that, during a calendar year, meet either consumer-data threshold established by the law.
- There is no separate general dollar-revenue threshold.

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CONSUMER RIGHTS

What Rights Do Oklahoma Consumers Have?



- Confirm whether personal data is being processed and access it.
- Correct inaccuracies.
- Request deletion.
- Obtain a portable copy of certain data.
- Opt out of targeted advertising, personal-data sales, and qualifying profiling.
- A parent or legal guardian may exercise applicable rights on behalf of a known child.

03

KEY BUSINESS OBLIGATIONS

What Must Covered Businesses Do?



- Provide clear and accessible privacy notices.
- Disclose personal-data sales and targeted advertising and explain how to opt out.
- Collect, use, and retain only data that is adequate, relevant, and reasonably necessary for disclosed purposes.
- Obtain consent before processing sensitive data for specified purposes.
- Implement and maintain reasonable security safeguards.

04

THIRD-PARTY REQUIREMENTS

What Applies to Processors and Data Sharing?



- Use written contracts with processors that meet statutory requirements.
- Ensure processors implement appropriate technical and organizational measures.
- Evaluate third-party sharing practices, including disclosures that may be considered a sale or used for targeted advertising.

05

COMPLIANCE READINESS

What Should Businesses Do Now?



- Determine whether the law applies to your organization.
- Review and update privacy notices, disclosures, and consumer request processes.
- Assess data collection, use, and sharing practices.
- Evaluate sensitive-data processing and consent requirements.
- Prepare for required contracts, assessments, and security measures.

06

ENFORCEMENT

How is the Law Enforced?



- Enforced exclusively by the Oklahoma Attorney General.
- The Attorney General must provide written notice of an alleged violation and a 30-day period to cure before initiating an enforcement action.
- Violations may result in civil penalties of up to \$7,500 per violation.



Need to Put Oklahoma's Privacy Requirements Into Practice?

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