

Privacy Policy Guide

entrata

Colorado Privacy Act

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As more states enact their own privacy laws, Colorado has joined California, Virginia, Connecticut, and Utah in signing legislation into effect protecting its residents' data privacy. Colorado's law draws many similarities from the California Consumer Privacy Act (CCPA) and the Virginia Consumer Data Protection Act (CDPA), as well as the EU's General Data Protection Regulation (GDPR), laws that we have typically considered as the ones leading the way in data privacy.

Required Action

Businesses must update their privacy policies in order to be in compliance with this new act. [The Colorado Privacy Act](#) is available online for your personal review.

The Law and Colorado Businesses

Because the Colorado Privacy Act requires businesses marketing to Colorado residents to display privacy policies on their websites, Entrata encourages clients with properties in the state to review and update their own privacy policies in order to comply with the Colorado Privacy Act. Within ProspectPortal, a custom privacy policy may be uploaded to meet this requirement.

Entrata's compliance team understands the importance of staying current with these new and evolving data privacy regulations and the importance of keeping our clients up to date as well. If you, as a business that markets to Colorado residents, haven't customized the privacy policy on your ProspectPortal websites, the current default displays the Entrata privacy policy. Please note that the Entrata privacy policy does not reflect the collection of data by you as a business/controller in the state of Colorado. You should consult with your own legal counsel to assure your privacy policy is drafted correctly to meet the newly enacted Colorado Privacy Act requirements.

Additionally, the Colorado Privacy Act grants consumers certain rights to opt out, request to delete, etc. which may result in data privacy requests being submitted. You can familiarize yourself with the Creating and Managing Data Privacy Requests article within Entrata's Help & Support system.

Here's how to view the user guides on how to create and/or manage data privacy requests and add privacy policies:

1. Visit your Entrata site.
2. Click on the square on the top right corner with a question mark inside.
3. Click on the General Help link in the drop-down menu; it will be the very first link.
4. Search for the keywords "data privacy" in the search bar at the top left of the page.

Pay attention to these relevant Help & Support articles related to data privacy:

- Creating and Managing Data Privacy Requests
- Displaying Privacy Options on Your ProspectPortal Website

We're Here for You

With the GDPR in the EU and the CPRA in California as the leading regulations of data privacy, the topic of data privacy and consumer protection is becoming an increasingly hot topic in today's online world. Entrata remains vigilant in keeping up-to-date with the latest news and regulations.

Our compliance team is here to help. Complying with ever-changing data privacy regulations is our focus, and we're committed to providing the most helpful information to our clients. If you have any questions or concerns regarding Colorado's new data privacy regulations or this educational guide, please contact your Entrata representative. For more information on how Entrata handles our customers' data, review our privacy policy found at entrata.com/company/legal.