To amend chapter 407, RSMo, by adding thereto one new section relating to the disclosure of personal information online.

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be known as section 407.1505, to read as follows:

407.1505. 1. As used in this section, the following terms mean:

   (1) "Consumer", a natural person who purchases products or services on an internet website;

   (2) "Internet website", any internet website, online or cloud computing service, online application, or mobile application that offers products or services to consumers in the state;

   (3) "Operator", a person or entity who owns or operates an internet website;

   (4) "Personal information", a home address, home telephone number, mobile telephone number, pager number, personal email address, Social Security number, federal tax identification number, checking and savings account numbers, credit card numbers, marital status, and identity of children under eighteen years of age.
2. An internet website that collects a consumer's personal information shall, before the collection of the personal information, inform the consumer of the following:

(1) Categories of personal information to be collected and the purpose for which the categories of personal information shall be collected and used. An internet website shall not collect personal information or use personal information that is incompatible with the disclosed purpose;

(2) Whether the personal information shall be sold or shared;

(3) The length of time an internet website intends to retain each category of personal information.

3. An internet website that collects personal information about a consumer shall disclose to the consumer a right to request the deletion of the consumer's personal information or a consumer's right to opt-out from the sale or sharing of personal information.

4. An operator of an internet website shall create a form for a consumer to request to opt-out from the sale or sharing of the consumer's personal information and a form for a request to delete the consumer's personal information. The form shall be posted in a conspicuous place on the internet website.

5. An internet website that receives a consumer's request to opt-out of the sale or sharing of the consumer's personal information or a request to delete the consumer's personal information under this section shall not sell or share the consumer's personal information, or shall delete the consumer's personal information from the internet website's records as soon as feasibly possible.
6. If an internet website received a consumer's request to delete personal information, the internet website operator shall notify all third parties to whom the internet website sold or shared the personal information to delete the consumer's personal information, unless deletion of personal information proves impossible or involves disproportionate effort.

7. If a consumer does not opt-out from the sale of his or her personal information and the internet website operator sells a consumer's personal information to a third party, the internet website operator shall make a payment to the consumer equal to sixty percent of the money received by the operator for the sale of such personal information to a third party.

8. A consumer or any person may notify the attorney general of any violation under this section. If the attorney general discovers that an internet website or a third party violated provisions of this section, the attorney general shall commence a civil action against an internet website or a third party in a court of competent jurisdiction.

9. If the court finds that an internet website or a third party violated provisions of this section, the court may award actual damages, injunctive relief, a civil penalty of no more than two thousand dollars for each day of the violation, attorney fees, and any other relief the court deems appropriate.