

Gustafson Examines New Minnesota Consumer Data Privacy Act in *Bench & Bar*

In the News

02.05.2025

Stinson LLP Associate [Madeline Gustafson](#) authored an article for *Bench & Bar*, "Getting ready for the Minnesota Consumer Data Privacy Act" (MCDPA).

Gustafson examines the real-world implications of the MCDPA, which will change how large businesses operating in Minnesota collect, use and sell consumers' personal data. Gustafson explains the new requirements, including consumer rights the MCDPA creates and actions businesses should take before the law goes into effect July 31, 2025.

"Though many large businesses already have certain privacy policies and procedures in place to operate in other states, the MCDPA will affect thousands of Minnesota-based companies. Even if your clients are small businesses, if they sell consumer personal data, they must obtain informed consent before doing so," Gustafson writes.

She outlines the steps attorneys should take when counseling clients on the MCDPA and other state privacy laws like it. This includes a thorough risk assessment that takes into account how data is being collected and stored. Minnesota is one of 20 states that have passed laws governing consumer data tracking, and more laws are likely to be enacted in 2025.

Gustafson leverages her business acumen to assist clients in resolving intricate litigation matters. She is skilled in representing corporate clients in breach of contract, employment, and general liability cases and has drafted contracts, pleadings, briefs, affidavits, motions, and other essential litigation documents.

CONTACT

Madeline Gustafson

Gustafson Examines New Minnesota Consumer Data Privacy Act in *Bench & Bar*

RELATED CAPABILITIES

Cybersecurity & Data Privacy

STINSON

STINSON LLP \ STINSON.COM