LFC Requester:	Rodriguez, Julisa

AGENCY BILL ANALYSIS - 2026 REGULAR SESSION

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO
AgencyAnalysis.nmlegis.gov and email to billanalysis@dfa.nm.gov
(Analysis must be uploaded as a PDF)

SECTION I: GENERAL INFORMATION
{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}

Date Prepared: *1/31/2026*   *Check all that apply:*
Bill Number: *SB 192*   Original ___ *X* Correction __
                        Amendment ___ Substitute ___

Sponsor: Sen. Joseph Cervantes

Agency Name and Code Number: Regulation & Licensing Department (420)

Short Title: Data Broker Privacy Act

Person Writing Mark Sadowski, Director-Financial Institutions Division
Phone: (505)476-4566 **Email** Mark.Sadowski@rld.nm.gov

SECTION II: FISCAL IMPACT

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY26	**FY27**		
N/A	N/A	N/A	N/A

REVENUE (dollars in thousands)

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY26	**FY27**	**FY28**		
Indeterminate	Indeterminate	Indeterminate	Recurring	Data Broker Privacy Fund

(Parenthesis ( ) indicate revenue decreases)

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY26	FY27	FY28	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
Total	N/A	N/A	N/A	N/A	N/A	N/A

(Parenthesis ( ) Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to: **Fair Credit Reporting Act (FCRA); Gramm-Leach-Bliley Act (GLBA)**
Duplicates/Relates to Appropriation in the General Appropriation Act

SECTION III: NARRATIVE

BILL SUMMARY

Synopsis:

Senate Bill 192 (SB 192) enacts comprehensive privacy requirements for data brokers that collect and sell personal information of New Mexico consumers with whom they do not have a direct relationship. The bill requires data brokers to register annually with the Economic Development Department (EDD), pay registration and access fees, disclose detailed data-collection practices, and comply with consumer rights to delete personal information through a centralized, department-managed deletion mechanism.

The bill establishes a publicly accessible registry, mandates ongoing disclosures and reporting metrics, requires periodic independent compliance audits beginning in 2028, authorizes EDD to promulgate rules and assess administrative penalties, and creates a Data Broker Privacy Fund to support program administration. The bill does not include an appropriation to fund the creation of the registry or other responsibilities to be performed by the EDD.

Entities subject to the federal Fair Credit Reporting Act (FCRA) or the Gramm-Leach-Bliley Act (GLBA) are expressly excluded from the definition of "data broker" to the extent of that federal coverage.

The effective date for SB 192 would be July 1, 2026.

FISCAL IMPLICATIONS

SB 192 does not create any duties, regulatory authority, rulemaking responsibilities, or enforcement obligations for the Regulation & Licensing Department (RLD) thus no fiscal impact on the RLD is anticipated if SB 192 is enacted. All registration, oversight, enforcement, fee collection, and fund administration responsibilities are assigned to the Economic Development Department.

SIGNIFICANT ISSUES

PERFORMANCE IMPLICATIONS

ADMINISTRATIVE IMPLICATIONS

CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP

Federal law alignment: SB 192 is structured to avoid conflict with federal privacy and financial-regulatory regimes by excluding entities subject to FCRA and GLBA.

Consumer protection framework: SB 192 compliments existing consumer-privacy and data-protection efforts without duplicating RLD statutory authority.

TECHNICAL ISSUES

OTHER SUBSTANTIVE ISSUES

ALTERNATIVES

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

AMENDMENTS