



## New Privacy Regulation of Consumer Data Flows in 2025

September 25th, 2025 | [Jay Harris](#) and [Webb McArthur](#)

**Thursday, September 25**

**3:00pm – 4:00pm ET**

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***Track: Business***

***What you'll learn in this session:***

It's been a busy 2025, so far for privacy regulation and enforcement of PBSA members' consumer data flows. California Consumer Privacy Act rules specify new obligations for consumer data brokers, automated decision-making technologies, and risk management frameworks. New Artificial Intelligence laws in states like Colorado, Maine, Texas, and Utah affect consequential decisions, including employment and tenancy eligibility, and obligate disclosures where consumers interact with bots and other AI tools. Key enforcement and litigation matters shed light on the compliance path for consumer data sale and sharing. Join our experienced attorneys for their latest discussion of what the new rules and litigation mean for PBSA members.

***Presenters:***

**Jay Harris**, Attorney, Hudson Cook LLP

Jay is a partner with Hudson Cook where he is a member of the Credit Reporting, Privacy, and Data Security Practice Group. His practice focuses on consumer protection matters that impact rental housing operators and consumer reporting providers. Jay counsels property management firms, consumer reporting agencies, service providers, and trade associations in complying with consumer financial laws and prohibitions, including the Fair Credit Reporting Act, Fair Housing Act, Fair Debt Collections Practices Act, and consumer data access, privacy, and safeguards laws. He is an experienced attorney, government affairs professional, and business leader in the rental housing and consumer reporting industries.

**Webb McArthur**, Attorney, Hudson Cook LLP

Webb is a partner with Hudson Cook and advises a range of financial institutions, consumer reporting agencies, technology and information companies, and others on compliance with data use and privacy laws, including the Fair Credit Reporting Act, California Consumer Privacy Act, Colorado Privacy Act, Virginia Consumer Data Protection Act, General Data Protection Regulation, and Gramm-Leach-Bliley Act. Webb works closely with clients to develop data use

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and privacy compliance strategies, including in connection with product assessments, consumer relations, vendor management, and due diligence matters. He also advises financial institutions, service providers, and others in the development and maintenance of consumer mortgage, automobile finance, and other credit programs.