

UTAH LEGISLATIVE UPDATE

The Monthly Newsletter of RRJ Consulting
Utah's Leading Lobbying Firm



ADDRESSING PUBLIC SAFETY

This week, Rep. Casey Snider introduced H.B. 465, aimed to enhance collaboration between state and local law enforcement agencies, particularly focusing on public safety aspects such as homeless encampments and illegal drug distribution. The bill requires the Utah Department of Public Safety and law enforcement agencies in first-class cities, like Salt Lake City, to establish interagency agreements to address these issues collaboratively. This legislation seeks to improve public safety and ensure consistent enforcement standards across Utah's largest jurisdictions.

RED BULL SOAPBOX RACE

On June 14, the Red Bull Soapbox Race will take place at the Utah State Capitol! Racers will drive their creations down Main Street and end at South Temple. Learn more and sign up to race [here](#).

OLYMPICS UPDATE

Last week, Utah announced the leadership team for the 2034 Winter Olympics organizing committee. Former Utah House Speaker Brad Wilson will serve as the CEO, overseeing daily operations. Fraser Bullock, who was the chief operating officer for the 2002 Winter Games in Salt Lake City, will take on the role of executive chair and president of the board, providing both operational involvement and oversight. Steve Starks, CEO of The Larry H. Miller Company and former president of the Utah Jazz, will be a vice chairman of the board and advisor to both Wilson and Bullock. The organizing committee will also include a diverse board of directors, featuring representatives from government, business, and community organizations to help guide preparations.

Utah is excited to once again host the world and showcase the very best of our state.

— A CLOSER LOOK —

ARTIFICIAL INTELLIGENCE & DATA PRIVACY

As artificial intelligence (AI) and data privacy become increasingly important, lawmakers are taking action to ensure strong consumer protections and responsible technology use. This legislative session, several bills have been introduced to enhance transparency, security, and accountability in AI applications and data management. These efforts aim to safeguard consumer rights, improve digital security, and regulate the ethical use of AI in various sectors.

S.B. 226, sponsored by Sen. Kirk Cullimore, requires businesses to disclose when AI is being used and holds businesses accountable for any violations. The bill seeks to protect consumers from potential risks associated with AI technologies and ensure transparency and accountability in AI interactions, thereby fostering trust and safeguarding consumer rights in an increasingly digital marketplace.

S.B. 260, also sponsored by Sen. Kirk Cullimore, creates a secure and official digital identity for Utah residents. This digital ID will make it easier and safer to access government services, while reducing the risk of identity theft and protecting personal information. This a big step toward improving online security and convenience.

H.B. 444, sponsored by Rep. Jefferson Moss, improves how the government protects personal data. It updates privacy rules, strengthens data breach notifications, and gives the state privacy auditor more responsibilities to ensure better oversight. The bill also improves enforcement of privacy laws to make sure government agencies handle personal information responsibly.

H.B. 452, also sponsored by Rep. Jefferson Moss, regulates AI-powered mental health chatbots. It protects users by restricting how personal information is used and requiring clear disclosures about chatbot use, making AI-driven mental health support safer and more trustworthy.

These bills will help ensure that innovation goes hand in hand with consumer trust and security.

