

Virginia Precise Geolocation Data Guardrails

This document provides a keyboard- and screen-reader-accessible alternative to an on-screen interactive card widget covering the same content. The original slide presents four expandable cards under the Virginia Consumer Data Protection Act (VCDPA) related to precise geolocation data. All four cards are listed below in full, in reading order.

Card 1: Precise Geolocation Standard

1,750-Foot Distance Threshold

Applies to location data collection via GPS, Wi-Fi, or cell phone towers. Rule: Tracking is legally classified as precise geolocation data if it identifies a consumer's location within a 1,750-foot radius.

Card 2: Sensitive Data and Consent Requirements

Mandatory Opt-In Consent

Precise geolocation data is legally classified as sensitive data under the VCDPA. Controllers must obtain explicit, affirmative opt-in consent from the consumer before collecting or processing precise geolocation data. As of July 1, 2026, an additional rule applies: controllers are prohibited from selling a consumer's precise geolocation data outright — consent does not create an exception to this sale ban, even if the consumer previously opted in to having their data collected or processed.

Card 3: Data Protection Assessment

Mandatory Impact Assessment

Compliance requires internal documentation prior to collection. Rule: Businesses must conduct and document a formal data protection assessment evaluating the necessity and risk before initiating location tracking.

Card 4: Complete Ban on Data Sales

Prohibition on Selling Location Data

Rule: Controllers are strictly prohibited from selling or offering to sell precise geolocation data to third parties for monetary consideration.