



## Testimony in Support of SB 156

SUBJECT: In Support of SB 156

TO: gltestimony@cga.ct.gov

Dear Chairs Maroney and D'Agostino Vice Chairs Fonfara and Gibson, Ranking Members Witkos and Rutigliano, and Members of the General Law Committee,

My name is William Garcia. I am a resident of New Haven and am testifying to communicate my strong support for Connecticut SB 156, *An Act Concerning Consumer Privacy*.

Given the major data breaches that have occurred in the past decade (the first one that comes to mind is Facebook), the confidentiality and protection of personal information (PI) has become increasingly prominent. Consumer privacy is essential because it prevents PI from getting into the wrong hands, the hands of identity thefts, foreign governments, and corporations. According to a 2019 Pew Research Center study, nearly 80% of all Americans are very or somewhat concerned about how companies are using the data they collect about them. A whopping 81% of respondents think the potential risks of data collection by companies about them outweigh the benefits. On a more personal note, the issue of consumer privacy is one of great significance. Many of my family members have fallen victim to identity theft, having thousands taken away from their bank accounts fraudulently due to the irresponsibility of companies that supposedly hold PI in the utmost importance. Since SB 156 will "give consumers the right to discover what personal information such business possesses and to opt out of the sale of such information," the private citizen will have a much better control over the personal information they relinquish to a corporation. Hopefully, this bill will encourage a drastic decline in the amount of identity thefts that occur in our nation annually.

The digital landscape looks radically different today than it did just five years ago, as does the American marketplace. Consumers deserve a government that keeps up pace. As a member of Generation Z, I am acutely aware of the implications of my digital footprint. Legislation like SB 156 would allow me to make better informed decisions about my consumption habits and keep a tighter leash on my personal information.

I strongly support SB 156 and urge you to favorably vote the bill out of the General Law Committee.

Sincerely,

William Garcia  
New Haven, CT