



February 25, 2021

The Honorable James Maroney, Co-Chair
The Honorable Mike D'Agostino, Co-Chair
Joint Committee on General Law
3500 Legislative Office Building
Hartford, CT 06106-1591

RE: SB 156 - An Act Concerning Consumer Privacy
SB 893 - An Act Concerning Consumer Privacy

Dear Chairpersons:

Internet Association (IA) is the unified voice of the internet economy, representing the interests of leading Internet companies and their global community of users. It is dedicated to advancing public policy solutions that foster innovation, promote economic growth, and empower people through the free and open Internet.

IA companies know that trust is fundamental to their relationship with consumers. Our member companies recognize that to be successful they must meet consumers' reasonable expectations about how the personal information they provide to companies will be collected, used, and shared. IA appreciates the opportunity to provide feedback on two proposed bills, **SB 156** and **SB 893**.

The concepts raised in **SB 156** are of significant concern to industry, especially with respect to creating a private right of action for violations of proposed requirements. As we have seen in other states, including a private right of action in legislation has led to dozens of class action lawsuits in which the primary beneficiaries have been trial attorneys and plaintiff's firms. Most lawsuits are settled without providing a definitive answer as to the nature of a violation and with little relief to consumers. In addition, **SB 156** likely differs from other state approaches that would create substantial compliance concerns for businesses in Connecticut that are captured by the law.

If the committee were to move forward with privacy legislation, IA recommends supporting provisions and the overall approach to comprehensive privacy law in Chair Maroney's bill, **SB 893**. The bill includes important consumer rights, such as the right to access, correct, and delete your data. Additionally, IA supports the attorney general's exclusive authority to enforce the provisions of this bill. IA members value consumers having meaningful control over their personal data, while also being provided with clear implementation guidance to ensure the proper mechanisms are in place to assist consumers.



IA respectfully requests Senator Maroney consider some additional provisions for the bill and would welcome the opportunity to further discuss this legislation should it move out of committee.

For these reasons, IA strongly urges the committee to hold **SB 156** and recommends **SB 893** be moved with further amendments. Thank you for your consideration and if you have any questions regarding IA's position on these bills, I can be reached at 518-242-7828 or olsen@internetassociation.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Olsen', written in a cursive style.

John Olsen
Director, State Government Affairs Northeast Region

Cc: Members of the Joint Committee on General Law