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**Joint Statement of the American Council of Life Insurers and
The Insurance Association of Connecticut
General Law Committee**

February 25, 2021

SB 156 - An Act Concerning Consumer Privacy

SB 893 – An Act Concerning Consumer Privacy

On behalf of the American Council of Life Insurers (ACLI) and the Insurance Association of Connecticut (IAC), we appreciate the opportunity to jointly offer the following comments to **SB 156** and **SB 893**, each entitled **An Act Concerning Consumer Data Privacy**.

ACLI is a Washington, D.C.-based trade association with approximately 290 member companies operating in the United States and abroad. There are 225 ACLI member companies licensed to do business in Connecticut. The IAC is a state-based trade association that represents Connecticut's life insurance and financial security industry. ACLI and IAC members offer life insurance, annuities, retirement plans, long-term care and disability income

insurance, and reinsurance, representing a significant portion of industry assets, life insurance premiums, and annuity considerations in Connecticut.

We strongly believe in privacy protections for consumers; however, consumers and companies need privacy requirements that are consistent and equivalent across state borders, provide equal protections to all consumers regardless of where they are located, support growth and innovation, and provide legal transparency. Differing privacy standards will likely lead to consumer confusion and differing consumer rights and protections, which may also obstruct the flow of information and impede interstate commerce.

Differing state privacy approaches are also confusing and frustrating to consumers facing divergent rights to control their personal information based upon where they live or with whom they are doing business. These conflicts must be taken into consideration as you work to develop comprehensive obligations regarding the use of personal information which apply equally and uniformly to all industries.

While we urge you not to pass any law at this time, if you are determined to proceed, we recommend that the current state and federal regulatory framework for safeguarding consumers' personal information be harmonized with any legislation that is enacted in order to avoid any unnecessary conflicting or overlapping requirements.

In conclusion, we are committed to find solutions that protect consumer privacy and, at the same time, enable innovation and business growth and opportunities for consumers. We respectfully encourage the Committee to give further thought to the far-reaching implications of any new legislation before advancing these bills.

We thank you for your consideration of our comments.