



**Senate Bill 1356, An Act Concerning Data Privacy, Online Monitoring,
Social Media and Data Brokers**
General Law Committee
March 28, 2025

The Connecticut River Valley Chamber of Commerce (CRVCC) represents the collective interests of more than 550 member companies and businesses serving Glastonbury, East Hartford, Hebron and Marlborough. CRVCC members employ thousands of workers across every sector of the economy in the Greater Hartford area; they support public policies that foster a strong economic climate and enhance a regional business environment. The Chamber is a thriving community of business leaders, entrepreneurs, and organizations dedicated to driving growth and success in the Connecticut River Valley.

CRVCC respectfully **opposes Senate Bill 1356** and requests that the General Assembly **not act on the bill**. The bill has already been approved by the General Law Committee.

CRVCC appreciates and supports efforts to reasonably protect consumer data privacy, however, Senate Bill 1356 makes sweeping changes to laws adopted only two years ago that could have significant and unintended consequences on businesses that comply with the state's data privacy laws. Its changes to applicability thresholds, exemptions and disclosure and sales requirements could raise costs for CRVCC member companies, small and medium-sized businesses and consumers.

By lowering the threshold of consumers for which businesses must comply with stringent data privacy regulations, the bill places a significant burden on employers in Connecticut. Under the Connecticut Data Privacy Act, only larger entities with significant data processing capacities are subject to these regulations. The bill would apply to smaller businesses that lack the resources and capacity to navigate complex compliance requirements.

A family-owned retailer or small restaurant with fewer than 20 employees, which handles modest customer data, could now face the same regulatory standards as a multinational corporation.

Additionally, the bill may create confusion for employers and add costs for businesses in complying with federal HIPAA laws that overlap data privacy regulations. Fewer exemptions could place additional burdens on businesses that already comply with existing standards and divert resources to redundant or expanded administrative tasks and liability risks at the expense of customer service and job growth.

CRVCC respectfully urges the legislature to preserve existing broader exemptions so as to avoid stifling businesses and industries that are critical to job growth for its members and Connecticut's economy, and to reconsider the applicability threshold changes to protect small businesses, maintain reasonable exemptions for regulated industries, and streamline disclosure requirements to avoid costly compliance issues.

Accordingly, CRVCC respectfully urges the legislature to **not act on Senate Bill 1356** until these issues are addressed.

Please contact Jessica Olander, President of CRVCC, at (860) 526-7054 or jessica@crvchamber.org, with any questions or for additional information.