Microsoft

March 12, 2024

Representative Ginny Klevorn
Chair, State and Local Government Finance and Policy
Minnesota House of Representatives
581 State Office Building
St. Paul, MN 55155

     RE: **HF 2309**

Dear Chair Klevorn and Members of the State and Local Government Finance and Policy Committee:

On behalf of Microsoft, I am writing to support HF 2309 and applaud you for taking up the issue of data privacy. While the past several decades have brought dramatic changes in technology, U.S. law has fallen behind much of the world by failing to address growing challenges to privacy. There is widespread skepticism today that consumers can enjoy the benefits of technology while retaining control of their personal data and protecting themselves from harm. We need new privacy laws.

At Microsoft, we have long taken the privacy of our customers seriously, and we have a long track record of supporting responsible, thoughtful reform. Indeed, we have been calling for comprehensive privacy laws in the United States since 2005.

For those reasons, we support efforts to enact strong privacy protections in Minnesota and believe that HF 2309 would represent an important step forward. It would provide consumers with important rights to control their personal data, such as the rights of transparency, access, correction, deletion, and portability. It would provide consumers with the right to opt out of the processing of their personal data for targeted advertising, data sales, and profiling in furtherance of consequential decisions. It would prohibit companies from processing consumers' sensitive data without consent. Finally, the bill would impose affirmative duties on companies to steward the personal data they collect responsibly.

In short, we support your efforts to pass HF 2309, and we look forward to working with you as the bill advances through the process. Thank you for allowing us to comment on this important issue.

     Respectfully submitted,

     Jim Wall
     Senior Director, State Government Affairs
     Microsoft Corporation