

**Written Testimony on House File 1492 from Colleen Daley, Director of State
Government Affairs for the Midwest Region at the Internet Association**

House Commerce Finance and Policy Committee

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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 comments about House File 1492 which creates the Minnesota Consumer Data Privacy Act.

IA respects the thoughtful approach the sponsor has taken with this measure, but we fundamentally believe that there should be a national privacy law that protects all consumers, not a patchwork of state laws that not only confuse consumers, but also increases risk and costs for American businesses. The burden of complying with the patchwork of state laws is especially difficult for small and medium sized businesses just starting out. Because if states have inconsistent rules regarding consumer privacy, more individuals' personal data may end up being collected than if a comprehensive nationwide privacy bill was enacted.

Should Minnesota decide to move forward with HF 1492, we suggest moving away from the Washington state proposal that has failed to pass the General Assembly and instead mirror Virginia's recently passed Consumer Data Protection Act ("VCDPA"). This measure would allow Minnesota to be a leader in creating a uniform privacy standard across state lines and prevent a further patchwork of conflicting state privacy laws. VCDPA includes strong individual privacy protections for consumers with clear guidance for businesses to quickly come into compliance with the law. At IA we believe a dependable privacy standard is something that should be consistently provided to all Americans.

IA supports provisions and the overall approach to comprehensive privacy law that include 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. While HF 1492 contains some of these provisions, as written we have some concerns with the bill and we stand ready to work with the sponsor and interested parties on a comprehensive measure that will protect all consumers.

Thank you for your consideration. If you have any questions please feel free to contact me at colleen@internetassociation.org or 773-425-8515.