

July 11, 2019

The Honorable Roger Wicker
United States Senate
Washington, DC 20510

The Honorable Maria Cantwell
United States Senate
Washington, DC 20510

The Honorable Frank Pallone
United States House of Representatives
Washington, DC 20515

The Honorable Greg Walden
United States House of Representatives
Washington, DC 20515

Dear Sens. Wicker and Cantwell, and Reps. Pallone and Walden,

On behalf of a diverse group of businesses across the economy, we write to urge your support for a comprehensive federal privacy law that establishes a single technology and industry-neutral framework for our economy. While our organizations do not typically work together, we believe the importance of passing a consumer privacy law warrants cross-sector support. Our associations, and the companies we represent, are united on the need for Congress to act quickly to adopt a robust and meaningful national consumer privacy bill to provide uniform privacy protections for all Americans. Although we use data in different ways and may have different views about the details of a final bill, we all agree that the time has come for Congress to pass a consumer privacy law that will provide consumers and businesses alike with the certainty and trust to power our digital economy and ensure our competitiveness in the global marketplace.

The potential benefits of our digitally-driven economy are limitless. Innovative uses of data have already greatly improved the lives of Americans and enhanced our well-being in countless ways, from safety and security, to consumer conveniences and business efficiency in delivering goods and services to customers. We have gotten better and smarter at using data over the past century to improve Americans' standard of living and provide social and economic benefits across our nation. But in this increasingly connected world, consumers and businesses deserve clear and consistent rules for how businesses can use, collect, and share data. Our data privacy laws must embrace past ingenuity while encouraging future innovation.

Individuals expect that companies accessing their data will use it responsibly. This expectation extends to all companies. Consumers should not need to worry about determining what privacy laws apply to their data based on the technology or platform they use, or with whom the data is shared, whether they are online or in a physical location, or in what state they may reside across the country. To that end, we encourage Congress to ensure a national law is technologically and industry neutral and applies across all sectors of the economy. In addition, consumers' privacy protections should not vary state by state – a uniform federal framework should be put in place to provide certainty for businesses and consumers alike.

We are encouraged that many in Congress have been actively engaged in this important policy discussion and see the need for a federal privacy law. As our economy's

reliance on data continues to grow and evolve, we need Congress to act now more than ever. We urge you to pass a federal consumer privacy bill this Congress.

Sincerely,

ACT | The App Association
Alliance of Automobile Manufacturers
American Pizza Community
Association of Global Automakers, Inc.
Computer & Communications Industry Association (CCIA)
Computing Technology Industry Association (CompTIA)
Consumer Technology Association (CTA)
CTIA
International Franchise Association (IFA)
Internet Association (IA)
National Association of Convenience Stores (NACS)
Nation Association of Tower Erectors (NATE)
National Association of Realtors
National Association of Wholesaler-Distributors
National Council of Chain Restaurants (NCCR)
National Grocers Association (NGA)
National Restaurant Association
National Retail Federation (NRF)
NCTA – The Internet & Television Association
NTCA – The Rural Broadband Association
Petroleum Marketers Association of America (PMAA)
Retail Industry Leaders Association (RILA)
Security Industry Association (SIA)
Society of Independent Gasoline Marketers of America (SIGMA)
Software & Information Industry Association (SIIA)
Travel Technology Association
USTelecom – The Broadband Association