

TECHNET
THE VOICE OF THE
INNOVATION ECONOMY

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March 11, 2024

The Honorable Ron Latz
Minnesota State Senate
Room 3105, MN Senate Office Building
95 University Avenue West
St. Paul, MN 55155

RE: General feedback on SF 2915, comprehensive data privacy

Dear Senator Latz,

On behalf TechNet and our members, we respectfully submit these comments in opposition to SF 2915 (Westlin), as currently drafted. However, a great deal of progress has been made on this bill over the last two months in the House, and **we remain committed to working with both Senator Westlin and Representative Elkins on reaching an agreement that addresses our concerns.**

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over 4.2 million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance.

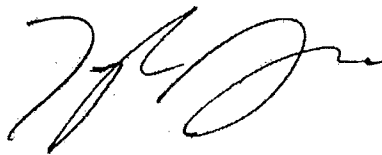
Our member companies place a high priority on consumer privacy. The technology industry is fully committed to securing privacy and security for consumers and engages in a wide range of practices to provide consumers with notice, choices about how their data is used, as well as control over their data. TechNet supports a federal standard that establishes a uniform set of rights and responsibilities for all Americans. The global nature of data demands a federal policy, and even the most well-designed state statute will ultimately contribute to a patchwork of different standards across the country, resulting in steep compliance costs and consumer confusion.

And while this issue is best dealt with at the federal level, TechNet is committed to continuing to work with members of the legislature to prioritize comprehensive data privacy solutions based on a uniform set of standards that include rights for consumers of all ages, including the rights to access, correct, and delete personal

data. While doing so, TechNet urges the Committee to consider interoperability with existing models as the default position. It is important that privacy bills across the country provide for interoperability and we appreciate your efforts with other legislators in other states to do so. To date, 14 states have enacted privacy laws that borrow from the Virginia/Connecticut framework. Each new concept or definitional change could result in consumer confusion and significantly increase compliance costs for businesses. The California Department of Finance in 2019 estimated the one-time compliance costs of the state's first privacy law at over \$55 billion.¹

However, there are some provisions of this bill that do differ from other states privacy laws, particularly around the data protection assessment provision, profiling language, and the definition of geolocation. We understand Minnesota has a long tradition of being unique, especially in its privacy laws, and we respect this tradition. Which is why we are awaiting new language from the sponsors that seek to address some of our existing concerns on these provisions. For these reasons, we are not in a position to remove our opposition, but we remain committed to getting a bill passed this session that address our outstanding concerns.

Sincerely,



Tyler Diers
Executive Director, Midwest
TechNet

CC: Senator Westlin

¹ https://dof.ca.gov/wp-content/uploads/sites/352/Forecasting/Economics/Documents/CCPA_Regulations-SRIA-DOF.pdf