



March 9, 2021

The Honorable Suzan DelBene
U.S. House of Representatives
2330 Rayburn House Office Building
Washington, DC 20515

Dear Representative DelBene:

The Main Street Privacy Coalition (MSPC), a coalition of 19 national trade associations representing more than a million American businesses,¹ applauds the introduction of your federal privacy legislation, the Information Transparency & Personal Data Control Act. MSPC believes this legislation addresses MSPC's guiding legislative [principles](#) that will help Main Street businesses earn and maintain trusted relationships with our customers. The bill appropriately places obligations on all businesses handling consumer data and avoids carve-outs for certain industries that would weaken consumer protections. MSPC strongly endorses the Information Transparency & Personal Data Control Act and appreciates its thoughtful approach to federal privacy legislation.

MSPC is comprised of a broad array of national trade associations representing businesses that line America's Main Streets. From retailers to REALTORS®, hotels to home builders, grocery stores to restaurants, gas stations to travel plazas, and self-storage to convenience stores, MSPC member companies interact with consumers day in and day out. Our members' businesses can be found in every town, city and state in our nation, providing jobs, supporting our economy and serving Americans as a vital part of their communities.

Collectively, the industries that MSPC member associations represent directly employ nearly 34 million Americans and constitute over one-fifth of the U.S. economy by contributing \$4.5 trillion (or 21.8%) to the U.S. gross domestic product (GDP).

The Information Transparency & Personal Data Control Act embodies important principles that are essential to effective and fair privacy legislation designed to protect consumers comprehensively. First, it places requirements on all businesses that handle personal data whether they are the first to receive that data or not. Second, the bill places those requirements on all industry sectors without providing exemptions for industries subject to laws from last century that do not protect consumer privacy with today's best practices. Third, it creates a comprehensive and uniform federal standard that will allow both consumers and businesses to understand the rules of the road. Finally, it preserves the ability for customers and businesses to voluntarily create mutually beneficial relationships such as rewards and loyalty programs that customers know and love. These features make your legislation more effective for consumers, who expect to have their privacy protected by all businesses, than many other proposals we have seen in Congress.

¹ See <https://mainstreetprivacy.com/about/> for a complete list of the members of the Main Street Privacy Coalition.

The Information Transparency & Personal Data Control Act also sets the rights and responsibilities of parties in the law and avoids the pitfall of past privacy proposals that would rely on Main Street businesses to regulate the conduct of global or nationwide service providers through contracts alone. Such contract requirements break down quickly when faced with the reality that these organizations have very unequal market power and bargaining positions. The Act ensures that everyone will need to comply with privacy laws and will not let powerful enterprises off the hook simply because they can negotiate contracts with loopholes for themselves.

MSPC deeply appreciates the work you and your staff have done on this bill and looks forward to working with you to enact this legislation.

Sincerely,

Main Street Privacy Coalition
<https://mainstreetprivacy.com>