



STATEMENT OF SUPPORT FOR HB 1201, THE CONSUMER DATA PRIVACY ACT

On behalf of Microsoft, I am testifying in strong support for HB 1201, the Consumer Data Privacy Act and applaud the Commerce Committee and Representative Neilson for taking up this increasingly important issue. 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. For those reasons, 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.

We support efforts to enact strong privacy protections in Pennsylvania and believe that HB 1201 would represent an important step forward. We support HB 1201 for four reasons:

- It would provide consumers with important rights to control their personal data, such as confirm whether or not a controller is processing or accessing the consumer's personal data; correct inaccuracies in the consumer's personal data, taking into account the nature of the personal data and the purposes of the processing of the consumer's personal data; delete personal data provided by or obtained about the consumer; obtain a copy of the consumer's personal data processed by a controller in a portable and, to the extent technically feasible, readily usable format that allows the consumer to transmit the data to another controller without hindrance, where the processing is carried out by automated means; and opt out of the processing of the consumer's personal data for the purpose of any of the targeted advertising, the sale of personal data, except as provided under section 5(b), and profiling in furtherance of solely automated decisions that produce legal or similarly significant effects concerning the consumer.
- It would prohibit companies from processing consumers' sensitive data without consent and impose affirmative duties on companies to steward the personal data they collect responsibly.
- It would closely track laws enacted in other states like Connecticut, Colorado, Montana and Oregon, thereby avoiding a patchwork of laws across the country.
- Finally, it would provide for exclusive enforcement by the Attorney General, thereby placing enforcement in the hands of public servants whose sole focus and objective is representing the interests of the citizens of the Commonwealth.

Thank you for the opportunity to offer comments in support of HB 1201.

Respectfully submitted,

Jay Summerson, Senior Director, US Government Affairs