



June 15, 2021

Senator Martin Looney  
Connecticut Senate President Pro Tempore  
Legislative Office Building  
Room 3300  
Hartford, CT 06106-1591

Representative Matthew Ritter  
Speaker of the Connecticut House of Representatives  
Legislative Office Building  
Room 4106  
Hartford, CT 06106-1591

**RE: Letter in Opposition to Privacy Provisions in Connecticut SB 1202**

Dear Senator Looney and Representative Ritter:

On behalf of the advertising industry, we oppose including privacy provisions in Connecticut SB 1202, the state's budget rider bill.<sup>1</sup> We and the companies we represent strongly believe consumers deserve meaningful privacy protections supported by reasonable government policies. However, important matters like consumer privacy should be given the informed, meaningful, and careful consideration and analysis that a full legislative process provides. Such a process is impossible during an extraordinarily short special session that tasks members of the General Assembly to convene to discuss budget matters and other topics unrelated to consumer privacy. Passing privacy legislation in this way is likely to lead to significant adverse effects for Connecticut consumers and businesses alike.

The two-day special session gives the General Assembly, Connecticut residents, stakeholders, and other invested members of the public virtually no time to assess and weigh in on the budget rider's privacy provisions. In addition, there is insufficient time to analyze how the provisions might interact with other privacy laws, or how they may be inconsistent with those laws, thereby placing substantial hurdles in the way of businesses and consumers in Connecticut. Needlessly rushing to push through substantive privacy legislation in a matter of forty-eight hours leaves little opportunity for a careful analysis of the appropriate way to regulate this highly technical and significant topic, or for incorporating critical feedback from consumers or businesses.

**To help ensure Connecticut residents can benefit from a fulsome legislative discussion of appropriate privacy provisions and careful consideration of the impacts of related new requirements, we ask the General Assembly to remove the privacy provisions from SB 1202.** Holding the privacy provisions and reassessing privacy legislation in a new session would help Connecticut residents reap the benefits of experience, and it would help avoid unintended negative consequences for consumers and businesses.

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<sup>1</sup> See §§ 66 -77, SB 1202 (Conn. Spec. Sess. 2021), located [here](#).



As the nation's leading advertising and marketing trade associations, we collectively represent thousands of companies across the country, including many in Connecticut. These companies range from small businesses to household brands, advertising agencies, and technology providers. Our combined membership includes more than 2,500 companies, is responsible for more than 85 percent of the U.S. advertising spend and drives more than 80 percent of our nation's digital advertising expenditures. We strongly encourage you to remove the privacy provisions in SB 1202

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Thank you in advance for consideration of this letter.

Sincerely,

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