



**Computer & Communications
Industry Association**
Open Markets. Open Systems. Open Networks.



NetChoice



April 21, 2023

Senate Committee on Rules
Room 402, Senate Office Building
404 South Monroe Street
Tallahassee, FL 32399-1100

RE: SB 262, “Technology Transparency” (Oppose)

Chair Mayfield and Members of the Senate Committee on Rules:

We, the nine undersigned organizations representing automotive, health care, payment card, retail, technology, telecom industries and various Florida Hispanic-owned businesses support legislation to protect consumers privacy. However, we have concerns with the approach of SB 262 and appreciate the opportunity to detail our concerns.

SB 262 would fall short in providing consumers with meaningful privacy protections while also imposing overly burdensome requirements and penalties on businesses. Such restrictions could diminish services for Florida consumers and small businesses alike. SB 262 fails to balance both consumer protection and the needs of Florida’s economy, preventing small businesses from gathering necessary information about their consumers that helps match interested consumers with local businesses’ products and services.

SB 262 seeks to restrict advertising practices that dramatically reduce costs through automation while offering more customizable and targeted features.¹ Online advertising is particularly beneficial to local businesses that can target their advertising to the local Florida markets that they are serving. For these reasons, digital advertising is an increasingly popular option for smaller and local businesses – in fact, one study showed that small businesses saw savings of nearly \$163 billion, annually², by using online

¹ <https://www.project-disco.org/competition/050420-evolution-of-ad-spend-and-the-dynamics-of-digital/#.Y3es53bMI2U>

² <https://sbecouncil.org/2019/09/10/online-advertising-delivers-big-benefits-for-small-businesses/>

advertising. Therefore, SB 262 would unnecessarily and disproportionately strain small businesses, decreasing the effectiveness of their advertising and fundraising efforts in reaching key audiences.

These same advertising practices currently benefit consumers by allowing them to obtain free online goods and services. As such, the legislation risks turning free services into paid subscriptions.

While we have concerns about SB 262, we share Florida lawmakers' vested interest in establishing consumer privacy rights and welcome an opportunity to discuss and work through a balanced approach that protects consumers and continues to allow local businesses to grow and thrive.

Respectfully submitted,

Association of National Advertisers (ANA)
Chamber of Progress
Computer & Communications Industry Association (CCIA)
Connected Commerce Council
Florida State Hispanic Chamber of Commerce
NetChoice
The Software & Information Industry Association (SIIA)
State Privacy & Security Coalition (SPSC)
TechNet