



Date: April 30, 2026

To: Rep. Marcotte, Chair and Members of the House Commerce and Economic Development Committee

From: Tina Zuk, Government Relations Director, American Heart Association

Re: Data privacy legislation, S.71

We appreciate the thoughtful consideration you have given to the issue of data privacy. The American Heart Association supports consumer data privacy and the Vermont Legislature's desire to establish important consumer protections. Our organization uses industry standard security protocols to protect our donors' and volunteers' information and readily make our privacy policy available to the public.

Though our preference would be for the legislation to include an exemption for non-profits, we would appreciate it if you would consider including the following in S.71 as an alternative.

Please include in the exemptions noted on page 20, "personal data collected, processed, maintained, secured or disclosed by a nonprofit organization in a program that is validated by a third-party national charity accountability organization to confirm that it meets or exceeds the accountability organization's privacy standards."

Our organization appreciates the carve-out in the committee's amendment of S.71 for research. That is important and critical for our future work in that space. We are supportive as well of the specifics in the amendment around de-identified data since we currently work in that space on our *Get With the Guidelines* quality improvement programs. We hope these can both be retained in the final version of the bill.

We appreciate your consideration in advance of the exemption language included above. It's a fair compromise that will alleviate compliance costs for non-profit organizations.

Every dollar that a public charity must devote to data privacy compliance is a dollar that we cannot use to further our missions. For AHA, this means less going toward funding cardiovascular research, setting clinical guidelines for cardiac and stroke care, and providing CPR training materials and courses that are used throughout the United States.