

Vermont Business Sign on Letter

To the House Commerce & Economic Development Committee:

We strongly support protecting Vermonters' privacy, but those protections must be balanced with the operational and economic realities our businesses face in this online landscape.

The House Commerce & Economic Development Committee's amendments to S.71, *An act relating to consumer data privacy and online surveillance*, currently under consideration would go beyond regional norms, create significant compliance burdens, and unreasonably limit e-commerce that businesses are not equipped to absorb.

Provisions such as strict data minimization requirements and expanded limits on how businesses collect and use customer information would make Vermont an outlier. By restricting the data that supports the digital marketing that is necessary in today's landscape, the costs of reaching and communicating to customers will rise and make it more difficult for Vermont businesses to use essential tools like email lists, loyalty programs, and targeted advertising.

These burdens would be especially difficult for Vermont businesses that rely on digital marketing to compete with larger national companies and connect with customers across Vermont and beyond. Handcuffing Vermont businesses to stricter standards than out-of-state competitors flies in the face of the very essence of supporting Vermont's small businesses. The House Commerce & Economic Development Committee's amendments would also seriously disadvantage Vermont nonprofits by making it harder and more costly to raise donations, recruit volunteers, and communicate with the people they serve.

In addition, the amendments would apply the requirements of the bill to additional entities including health care institutions, which already have strict federal requirements in place for data privacy, leading to duplicative and costly compliance costs when Vermont is already facing a crisis of costs in our health care system.

We strongly support privacy protections that are balanced, practical, and consistent with regional standards. The Senate's unanimously passed version of S.71 better reflects that balance by protecting consumers while preserving the ability of Vermont businesses to operate, grow, and compete.

We urge the Committee to reject the current amendments and advance a version of S.71 that protects privacy without placing unnecessary burdens on Vermont employers.

Thank you,

American Heart Association, Vermont
Associated Industries of Vermont
Bi-State Primary Care Association
Heating and Cooling Contractors of Vermont
Northeast Kingdom Chamber of Commerce
Ski Vermont
Vermont Aging Network Consortium, Inc.
Vermont Association of Hospitals and Health Systems
Vermont Association of Realtors
Vermont Auto Dealers Association
Vermont Chamber
Vermont Fuel Dealers
Vermont Medical Society
Vermont Retail & Grocers Association
Vermont Short Term Rental Alliance, Inc.
Vermont Transportation Energy Network
YMCA Alliance of Vermont

Business Name, Town

VT Flannel
Killington/Pico Ski Resorts, Killington
Basin Harbor, Ferrisburg
Vermont Teddy Bear, Shelburne
Trapp Family Lodge, Stowe
Jay Peak Resort, Jay
Chroma Technology Group, Bellows Falls
A Single Pebble, Burlington
Vermont Smoke & Cure, Hinesburg
Vermont Country Store, Weston
Inn at Manchester, Manchester
Bromley Mountain, Peru

Lake Champlain Chocolates, Burlington
Woodstock Inn, Woodstock
Green Mountain Suites Hotel, South Burlington
Vermont Nut Free Chocolates, Colchester
Mother Myric's Confectionery, Manchester
Bove Brothers Manufacturing/Boves of Vermont, Colchester
Beau Ties of Vermont, Middlebury
Super Thin Saws, Moretown
Waits River Country Store & Deli, West Topsham
Pet Food Warehouse, South Burlington
Marble Trail Advisors, Middlebury
JRD, LLC, Moretown
Moksha Farm, Roxbury
Stowe Mercantile, Stowe
FoodScience, LLC, Williston, Colchester, Waterbury
Vermont Center for Emerging Technologies (VCET), Burlington
Shore Acres Inn and Restaurant, North Hero
Silloway Maple, Randolph Center
DeJames Hospitality, Waitsfield
Coldwell Banker Hickok & Boardman, Burlington
Bloods Catering & Party Rentals, White River Junction
VT Commercial Real Estate, Burlington
The Local: Wine & Beer, Middlesex
S and K Manning, DBA Abel Mountain Campground, Braintree
eDoc Innovations, Middlebury
Foley Services, Rutland
Wobbly Barn, Killington
Middlebury Sweets, Middlebury
Four Square Hospitality VT, LLC, Ludlow
ImageTek MFG, Springfield
Higher Ground Presents, South Burlington

Stephens of Bennington, Bennington
Vermont Frames, Starksboro
Upstate Elevator, Burlington
Sam Mazza's Farm Market, Colchester
Charity's 1887 Saloon, Killington
Roxbury Country Store, Roxbury
Thibault's Market, Orleans
Derby Village Store, Derby
Chloe's Market, Plymouth
Fairground Beverage, Essex Junction
Cody Chevrolet-Cadillac, Montpelier
Oliver Automotive, Rutland
802 Honda, Berlin
Karr Property Management, Inc., Killington
802 Toyota, Berlin
Foundry at Summit Pond, Killington
802 Subaru, Berlin
The Elm Street Market, Bennington
Meadow Hill, Montpelier
Five Corner Variety, Essex Junction
The Automaster, Shelburne
Formula Nissan, Berlin/Barre
Jax Food and Games, Killington
Stratton Mountain Resort, Stratton
Karr Group, Killington
Mad River Distillers, Waitsfield
Liberty Hill Farm, Rochester
Village Garage Distillery, Bennington
Waterwheel Trading Company, Killington
The Pickle Barrel, Killington
Cherry House B&B, St. Johnsbury

Golden Dog Farm LLC, Jeffersonville
Dick Mazza's General Store, Colchester
Magic Mountain Ski Area, Londonderry
Silo Distillery, Windsor
Bolton Valley Resort, Bolton
Burlington Wine & Food, Colchester
Burke Ski Area, East Burke
REGEN, South Burlington
EcoBean, South Burlington
Wheeler Sugarworks, Inc. Derby
Think Dynamic Digital, LLC, Shaftsbury
Vermont Moonlight Cookies, Shaftsbury
Premier Coach, Inc. Milton
Windjammer, South Burlington
Vermont Cider Lab, Essex
Evitus Massage, LLC, Derby
Everlasting Herb Farm, Peacham
Hardwick Chiropractic, Hardwick
Sugarbush Resort, Warren
Stowe Street Emporium, Waterbury
John Peters IT and Network Consulting, LLC, Lyndon
Hagan Marketing, Essex Junction
Homeport, Burlington
Westward Equipment Service, Saint Johnsbury
Vermont Roots, Inc., Rutland
Fred Saar, Waterford
Urture, LLC, East Dorset

CC: Vermont House of Representatives
Vermont Senate
Governor Phil Scott
Lt. Governor John Rodgers