



4/29/2026

Committee on Economic Development, Housing and General Affairs, Room 27  
115 State Street, Montpelier  
Vermont 05633-5301

Chair Clarkson, Vice Chair Brock, and Senators Hinsdale, Chittenden, Weeks:

We support your efforts to protect consumer privacy through H 211. The purpose of this letter is to propose a minor, yet important, change to clarify the bill's scope.

For reference, the Business Information Coalition (BIC) is an organization of 15 business-to-business (B2B) technology companies that have come together to advocate for strong and meaningful protections for consumer privacy, while balancing the needs of businesses to use non-sensitive information for B2B sales and marketing.

H 211 defines "consumer" as "an individual residing in this State," with no distinction between personal and professional contexts. However, twenty-two of twenty-three states with comprehensive consumer privacy laws do differentiate between personal and professional contexts. This ensures that protections rest squarely on protecting sensitive consumer information without inadvertently restricting low-risk business information used by professionals every day for commerce. We recommend aligning Vermont's definition with this established standard for clarity:

"Consumer" means an individual who is a resident of this state acting in an individual or household context. It does not include an individual acting in a commercial or employment context.

This definition recognizes that an individual's household persona and its related personal information is more private, and pose more risk to consumers than their *business* persona and its related *professional* information. A work title or business email shared for professional purposes is far less sensitive than an individual's home address or Social Security number — information that, if exposed, can place an individual at risk of harm. C Conflating the two creates unnecessary friction for everyday commerce, without strengthening consumer protection.

Thank you for your consideration. If you have any questions or would like to speak in more detail, please contact Bubba Nunnery at [bubba.nunnery@zoominfo.com](mailto:bubba.nunnery@zoominfo.com) or 614-307-4255.

Best Regards,

The Business Information Coalition