

Dear Members of the House Commerce and Economic Development Committee,

I am writing to urge you to support the Senate-passed version of S.71.

Vermont businesses and nonprofits support strong consumer privacy protections, but the law must also be workable for the small organizations that make up so much of our economy. In rural regions like the Northeast Kingdom, digital tools are essential. Email lists, targeted advertising, website analytics, event promotion, and customer communications are how small businesses, chambers, nonprofits, restaurants, lodging properties, and local employers reach customers and compete.

My concern is that the House amendments would create unnecessary uncertainty, higher costs, and a competitive disadvantage for Vermont organizations, especially compared to larger out-of-state businesses with greater compliance capacity.

The Senate-passed version of S.71 provides meaningful consumer protections while remaining more consistent and workable for Vermont employers, nonprofits, and community organizations.

Please support the Senate-passed version of S.71.

Sincerely,
Loralee Tester