



National
Urban League



hispanic federation



December 4, 2019

Senator Troy Jackson - of Aroostook
President of the Senate
167 Allagash Road
Allagash, ME 04774

Senator Nate Libby - of Androscoggin
44 Robinson Gardens
Lewiston, ME 04240

Senator Eloise Vitelli - of Sagadahoc
73 Newtown Road
Arrowsic, ME 04530

Representative Sara Gideon - of Freeport
37 South Freeport Road
Freeport, ME 04032

Representative Ryan Fecteau - of Biddeford
11 Memorial St
Biddeford, ME 04005

Representative Matt Moonen - of Portland
Speaker of the House
53 Thomas Street #3
Portland, ME 04102

Senator Dana Dow - of Lincoln
30 Kalers Pond Road
Waldoboro, ME 04572

Senator Jeff Timberlake - of Androscoggin
284 Ricker Hill Road
Turner, ME 04282

Representative Kathleen Dillingham - of Oxford
PO Box 164
Oxford, ME 04270

Representative Trey Stewart - of Presque Isle
312 State St
Presque Isle, ME 04769

Dear Esteemed Members of the Maine Legislative Council,

Privacy risks threaten all consumers and come from many sources across the internet landscape. Collectively, we the undersigned organizations, agree that protecting the privacy and personal data of consumers is of paramount importance in today's digital age. While we believe that a strong national privacy law is what is needed to truly protect all citizens, we understand the desire felt by states to take action to protect their residents' privacy. However, if states decide to take action, it is critical that state privacy requirements are comprehensive and apply to all entities that play a role in the internet ecosystem equally.

Earlier this year, Maine enacted privacy legislation that only applies to broadband providers. As a result, it does not adequately address privacy risks across the internet because such providers are only one part of the complex online ecosystem. Other online companies – social media, data brokers, search engines, mobile apps and website owners – have built their businesses around the use of consumers' personal information. As a result, Maine's new privacy law cannot be effective if it does not address these other parts of the online environment as well. Not only will such a narrow approach leave critical gaps in privacy protections deserved by all citizens, it could lead to consumer confusion for those who wrongly believe that their online personal information is being safeguarded. Fortunately, if appropriate steps are taken, Maine has an opportunity in its upcoming 2020 short session to address these concerns.

In today's digital age, data privacy is a critically important issue. We hope that you will amend the law during the 2020 short session so that it protects the privacy rights of all consumers consistently and meaningfully, across all platforms, and everywhere they visit online.

Respectfully,

ALLvanza
ASPIRA Association
Hispanic Federation
League of United Latin American Citizens (LULAC)

Multicultural Media, Telecom and Internet Council (MMTC)
National Urban League (NUL)
OCA National
SER National

cc: Senator Shenna Bellows, Maine State Legislature
Eric Feigenbaum, Senior Advisor, Speaker of the House, Maine House of Representatives