



April 28, 2021

Speaker Chris Sprowls
422 The Capitol, 402 South Monroe Street
Tallahassee, FL 32399-1300

Dear Speaker Sprowls:

BSA | The Software Alliance¹ supports a strong, national comprehensive privacy framework that provides all consumers with meaningful rights over their personal data and ensures businesses are accountable for processing personal data in line with consumers' expectations. In advocating for such a framework, we once again express our support for many of the approaches taken in HB 969, the Consumer Data Privacy Act. We commend your ongoing efforts in this latest version, which protects the personal data of Floridians, but also includes many of BSA's previous technical suggestions.

As you are aware, BSA is the leading advocate for the global software industry before governments and in the international marketplace. Our members are business-to-business companies that create the technology products and services that power other businesses. BSA supports strong privacy protections and enforcement measures. Our members recognize that companies must earn consumers' trust and act responsibly with their personal data.

While we are appreciative of the reception of many of our previous recommendations, BSA believes the bill could be further strengthened by incorporating the attached changes to provisions regarding the exception for employment-related information, the roles and responsibilities of controllers and processors, and enforcement of the act.

BSA thanks you for your continued dedication in establishing strong standards for consumer privacy protections, and for your consideration of our views.

¹ BSA's members include: Adobe, Atlassian, Autodesk, Bentley Systems, Box, Cadence, CNC/Mastercam, IBM, Informatica, Intel, MathWorks, Microsoft, Okta, Oracle, PTC, Salesforce, ServiceNow, Siemens Industry Software Inc., Sitecore, Slack, Splunk, Trend Micro, Trimble Solutions Corporation, Twilio, and Workday.

Sincerely,

A handwritten signature in blue ink that reads "Tom Foulkes". The signature is written in a cursive style with a large, prominent "T" and "F".

Tom Foulkes
Senior Director, State Advocacy