



Maryland | Delaware | DC Press Association

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To: Finance Committee
From: Rebecca Snyder, Executive Director, MDDC Press Association
Date: February 19, 2020
Re: **SB 957 - Oppose**

The Maryland-Delaware-District of Columbia Press Association represents a diverse membership of media organizations, from large metro dailies such as the Washington Post and the Baltimore Sun, to publications such as The Daily Record and online only outlets such as Maryland Matters and Baltimore Brew.

Our members oppose SB 957, which would create Maryland's version of the California Consumer Privacy Act, which took effect January 1, 2020. This bill would affect our local news outlets, as many consumers read news online and it is likely that our members would hit the 100,000 compliance threshold. Digital audiences are growing for news products as print audiences remain stable or decrease.

It is still too early to ascertain the effects of the CCPA in California and it should not be adopted in Maryland. It is difficult for our members to comply with a patchwork of regulation, when it would make the most sense for Congress to take the lead in creating a privacy act that works for all Americans.

Our members' ability to comply with the provisions of this bill assumes that all the information specified in the bill is held in one place. That is very often not the case and centralizing all of that information represents a large burden for our members in terms of data manipulation and storage. Centralizing this information will also create a single target for hackers.

We agree that more discussion is needed on this issue to create a solution that works across the country. We ask for an unfavorable report.



We believe a strong news media is central to a strong and open society.

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