

Testimony to the Senate Finance Committee
SB 643: Commercial Law – Maryland Personal Information Protection Act – Revisions
Position: Favorable

March 16, 2022

Senator Kelley, Chair
Senate Finance Committee
3 East Miller Senate Office Building
Annapolis, Maryland 21401
Cc: Members, Senate Finance Committee

Honorable Chair Kelley and Members of the Committee:

The Maryland Consumer Rights Coalition (MCRC) is a statewide coalition of individuals and organizations that advances economic rights and financial inclusion for Maryland consumers through research, education, direct service, and advocacy. Our 8,500 supporters include consumer advocates, practitioners, and low-income and working families throughout Maryland.

We are writing in support of SB 643. This bill increases the protection of Marylanders' personal information. SB 643 ensures that businesses that store personal information maintain reasonable security and are required to notify consumers of security breaches. This is a common-sense consumer protections bill that is much needed as data breaches have become the norm.

The FY 2020 report of the Attorney General's Identity Theft Program indicates that 871 unique entities—businesses, nonprofits, units of government—reported breaches involving Maryland residents. The cumulative number of separately reported Maryland residents affected for the last three snapshot reports to date comes to more than 5.2 million.¹

While data breaches have become a new norm so has security breach notice. SB 643 further expands notice of breaches affecting personal information by broadening the types of sensitive information which, if breached, must trigger notification. By adding genetic information and a more inclusive definition of 'health information' to the law, consumers' most private personal information will be protected.

Maryland residents deserve to know when their sensitive personal information is hacked. For these reasons, we support SB 643 and urge a favorable report.

Best,

Isadora Stern
Policy Associate

¹ <https://www.umgc.edu/documents/upload/data-breaches-fy-2020-snapshot-pdf.pdf>