



THE PRINCE GEORGE'S COUNTY GOVERNMENT

OFFICE OF THE COUNTY EXECUTIVE

BILL: Senate Bill 201 - Commercial Law - Personal Information Protection Act - Revisions

SPONSOR: Senator Lee

HEARING DATE: February 12, 2020

COMMITTEE: Finance

CONTACT: Intergovernmental Affairs Office, 301-780-8411

POSITION: SUPPORT

The Office of the Prince George's County Executive **SUPPORTS Senate Bill 201 - Commercial Law - Personal Information Protection Act - Revisions**, which expands the Maryland Personal Information Act to include an individual's genetic information, activity tracking data, and nonpublic social media information and to cover businesses that maintain personal information. The bill also reduces the time a business must notify affected individuals of a personal data breach from 45 to 30 days if the business owns the data and to 10 days if the business does not own or licenses the data. In addition, the bill outlines the information to be included in such notifications.

With cybercrime on the rise, the data trading (which includes selling of personal information) has topped \$160 billion worldwide.¹ Juniper Research's Cybercrime & the Internet of Threats 2018 report estimates cybercriminals will steal 33 billion records annually by 2023.

This legislation provides more aggressive reporting requirements and timing that will assist consumers by having more immediate knowledge that their identity information was compromised in conducting commercial and/or financial electronic transactions. More expedient knowledge will prompt consumers to take actions to mitigate potential use of their personally identifiable information and put available protective measures in place.

¹ McGuire, Michael. *Into the Web of Profit*, Bromium Inc., April 2018, pg. 23, Accessed on Feb. 11, 2020, at https://www.bromium.com/wp-content/uploads/2018/05/Into-the-Web-of-Profit_Bromium.pdf

For the reasons stated above, the Office of the Prince George's County Executive **SUPPORTS Senate Bill 201** and asks for a **FAVORABLE** report.