

Maryland House of Delegates
Committee on Economic Matters
Delegate Dereck E. Davis, Committee Chair
90 State Circle
Annapolis, MD 21401

Re: House Bill 747 An Act Concerning Consumer Protection – Internet Event Ticket Sales – Prohibition on Sharing Personal Information

Dear Chairman Davis and Members of the Committee on Economic Matters:

My name is Donald Vaccaro, and I am President and CEO of TicketNetwork, Inc., a leading resale marketplace that facilitates transactions between third-party event ticket buyers and sellers. As a marketplace that has been at the forefront of implementing customer-friendly policies since 2002, we wanted to take this opportunity to discuss the modifications to Maryland law proposed by House Bill 747 and provide a brief explanation of our position on that bill.

Ticket resale marketplaces such as TicketNetwork connect people who have tickets with people who might want to purchase those tickets. Such marketplaces do not buy or sell tickets. Rather, they serve to create a consumer-friendly environment with built-in protections those buying or selling tickets. With the optimal consumer shopping experience in mind, we applaud the modifications to current law proposed by HB 747. This Bill will permit consumers to have more of a voice regarding the disclosure of their personal information.

Protecting consumer's personal information and limiting what retailers can do with such data is of paramount importance and at the forefront of the minds of consumers and governments alike, as evidenced by recent consumer protection laws including the California Consumer Protection Act. HB 747 is crafted to address those concerns and does so in two important ways.

First, HB 747 prohibits a ticket seller from disclosing a purchaser's personal information to any third party without entering into an information sharing agreement with that third party. This is a reasonable prohibition which is not burdensome on the ticket seller, it simply requires that they have a written agreement establishing how and with whom they will share the consumers personal information. Having this type of reasonable prohibition on disclosures of consumer information only benefits consumers. It assures them that their personal information is being disclosed to third parties only when a contract addressing that disclosure exists, subject to agreed upon terms and conditions. This protects consumers from the unfettered use and sale of personal information by ticket sellers who, without such a limitation, may disclose such information to third parties with no restrictions whatsoever. The lack of limitation on the sharing of personal information can lead to consumer abuse, such as the sale or misuse of data by ticket sellers without any real concern for how that could impact the consumer.



Second, HB 747 prohibits including a purchaser's personal information on a ticket without granting the consumer the right to remove, delete or fully obscure that information without invalidating the ticket. This prohibition empowers consumers to decide whether they want their personal information on display on a ticket. It ensures the right to remove such personal information from a ticket, without the risk that such an action would impact their ability to use that ticket.

If you have any questions or if I can be of assistance in explaining our position on the language in HB 747 and why it would serve the interests of Maryland consumers, please contact me.

Sincerely,

Donald Vaccaro
President and CEO, TicketNetwork, Inc.
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