



Data privacy simplified and automated.

5520 Research Park Drive  
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**Testimony in support of:  
House Bill 769 - Student Data Privacy - Protections, Digital Tools, and Student  
Data Privacy Council**

Submitted by:  
**Sameer Ahirrao(CEO Ardent Privacy)**  
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**Dear Mr. Chairman and committee members,**

Thank you for the opportunity to appear before you today. My name is Sameer Ahirrao, Founder and **CEO of Ardent privacy**. Ardent is only data privacy technology company based in Maryland and our mission to help enterprises implement meaningful security and privacy programs aligned to their business mission; building trust, and protecting data assets.

Being a professional and subject matter expert in data security and privacy industry for last 22 years, I understand how protecting citizens personal data has become most important aspect with increased data breaches and misuse of personal data by data broker companies including big tech companies like Facebook and Twitter. Data security and privacy by design is essential to implement in school systems and state in general as once data is shared with external parties it is very difficult to control what they do with data. Unfortunately, regulation and penalties is only tool which has been effective and enforced companies to do due diligence on personal data. So we are glad lawmakers are taking notice of this and moving in right direction. We need to follow the way California has taken approach to protect their citizen's privacy by passing CCPA and CPRA regulations. Here is our testimony and we are happy to testify over zoom or any help needed to MGA in this matter.



**TurtleShield**

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Assured deletion

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I strongly support the bill Student Data Privacy - Protections, Digital Tools, and Student Data Privacy Council which is focused on protecting the student data. Ardent Privacy supports the inclusion of a data privacy professional on the council to provide the needed expertise to ensure the proper procedures are in place to protect student data privacy. The updated definitions are important to stay current in the ever-changing technical world. As more digital tools are being brought into the classroom, protecting student data privacy is becoming more challenging. Ardent Privacy supports the recreation of the Student Data Privacy Council to continue monitoring the implementation of the Student Data Privacy Act of 2015 and improving student privacy protections.

I urge to support the House Bill 769 so that we can protect our next generation by improving Student data privacy.

Thank you for the consideration.

Sincerely,

*Sameer A*

Sameer Ahirrao

CEO Ardent Privacy



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