



**HOUSE ECONOMIC MATTERS COMMITTEE**

March 28, 2024

**STATEMENT OF SUPPORT FOR SENATE BILL 541**

As Maryland-headquartered companies, Marriott and Under Armour wish to express support for Senate Bill 541. We understand the need to enact comprehensive privacy legislation and appreciate the thoughtful approach that SB 541 takes towards establishing a robust but practicable framework of protections for consumers.

Specifically, we wish to express our support for the way in which SB 541 contemplates consumer loyalty programs. Loyalty programs, by their very design, prioritize customer privacy by requiring individuals to affirmatively opt into the program to access discounts, rewards, or other benefits. This opt-in requirement ensures that consumers have full control over their participation in the program and the sharing of their personal information.

The other states that have enacted comprehensive data privacy laws have all recognized that these programs operate transparently and allow consumer to make informed decisions about their participation. Each one of those states have taken great care to ensure that consumer loyalty programs are not subject to harmful or unintended consequences, and we applaud SB 541 for doing the same.

Our loyalty programs are essential to the success of our global businesses. As currently written, SB541 strikes the right balance between protecting consumer data and fostering innovation and consumer choice within loyalty programs. We therefore urge a favorable report on SB 541.

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*Marriott International, Inc. is a global lodging leader headquartered in Bethesda, Maryland. Since its founding in the 1920s as a small restaurant chain in Washington, DC, the company has grown to comprise more than 8,000 lodging properties in 129 countries and territories, including over 100 hotels and 10,000 associates here in the State of Maryland. Marriott's loyalty program is one of the largest in the world.*

*Under Armour, Inc., headquartered in Baltimore, Maryland, is a leading inventor, marketer, and distributor of branded athletic performance apparel, footwear, and accessories. Designed to empower human performance, Under Armour's innovative products and experiences are engineered to make athletes better.*