

*The* **HOLLAND LAW FIRM**  
for Consumer Rights

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**Testimony to the Senate Finance Committee**  
**SB541 – Maryland Online Data Privacy Act**  
**Position: Favorable**

February 9, 2024

Hon. Chair, Senator Beidle, Senate Finance Committee  
3 East  
Miller Senate Office Building  
Annapolis, MD 21401  
cc: Members, Senate Finance Committee

Honorable Chair Beidle and Members of the Committee:

Chair and Members of the Committee,

The Holland Law Firm, P.C. is a consumer rights law firm, serving ordinary Marylanders impacted by bad business practices.

I am writing to express my strong support for SB541. Maryland needs a data privacy law. At present a patchwork of state and federal laws protect limited fragments of consumer data. But the bulk of consumer data can be freely exploited by businesses, with little transparency and not even a right of access that data businesses hold on them.

I believe it is particularly important that consumers have a right to access their data about them. I routinely represent consumers who are victims of identity theft. Identity theft often leaves businesses with false, frequently negative, information about victims. Without a right of access to data, consumers cannot know or correct the full extent of the damage an identity thief has done.

SB541 provides this important right to Maryland consumers, and therefore I urge a favorable report on SB541.

By:

/s/ Emanwel J. Turnbull  
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