



February , 2023

The Honorable Pamela Beidle
Chair
Senate Finance Committee
Maryland General Assembly
Annapolis, MD

RE: Security Industry Association (SIA) position on Senate Bill 541, Data Privacy

Dear Chair Beidle, Vice-Chair Klausmeier and Members of the Finance Committee:

On behalf of the Security Industry Association (SIA) and our members, I am writing to express our concerns with SB 541 as it currently stands under consideration by the committee.

SIA is a nonprofit trade association located in Silver Spring, MD that represents companies providing a broad range of safety and security-focused products and services in the U.S and throughout Maryland, including more than 40 companies headquartered in our state. Among other sectors, our members also include the leading providers of biometric technologies available in the U.S.

Privacy is important to the delivery and operation of security systems and services, and our members are committed to protecting personal data. Given the lack of congressional action on a nationwide data privacy framework, in 2024, more than a dozen U.S. states have enacted consumer data privacy laws and many more are considering similar measures during legislative sessions this year.

While we are pleased to see that the measure as introduced is similar to the emerging consumer data privacy standard common among the vast majority of states that have enacted such measures, we believe numerous changes are critical to bring it into full alignment that will support uniform and thorough compliance.

Of these, we have submitted several key proposed adjustments to the House and Senate sponsors of the measure, none of which alter its intended effect:

- Ensuring the definition of “biometric data” is consistent with the current standard across existing state data privacy laws.
- Ensuring similar definitional alignment for various security/anti-fraud exceptions.
- Addition of explicit language ensuring exclusive Attorney General enforcement, which is uniform across existing state data privacy laws.

- Addition of a local preemption provision, which is also standard across existing state data privacy laws.

These key changes would address our concerns with SB 541. We urge the committee not to approve the measure unless these changes are made.

Again, we support the overall goal of SB 541 in safeguarding personal data and information, and we stand ready to provide any additional information or expertise needed as you consider these issues.

Respectfully,



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