



TECHNET
THE VOICE OF THE
INNOVATION ECONOMY

TechNet Mid-Atlantic | Telephone 717.585.8622
www.technet.org | @TechNetMidAtla1

February 28, 2025

The Honorable C.T. Wilson
Chair
House Economic Matters Committee
Maryland House of Delegates
230 Taylor House Office Building
6 Bladen Street, Annapolis, MD 21401

RE: HB 1365 (Harrison) - Commercial Law - Online Data Privacy - Limits on Data Collection – Favorable

Dear Chair Wilson and Members of the Committee,

On behalf of TechNet, I'm writing to share our comments on HB 1365.

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over 4.5 million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance. TechNet has offices in Austin, Boston, Chicago, Denver, Harrisburg, Olympia, Sacramento, Silicon Valley, Tallahassee, and Washington, D.C.

Consumers expect, and should expect, to trust the tech sector to protect their data. Our member companies consistently place a high priority on consumer privacy, and the technology industry is committed to privacy and security. As part of that, transparency and the responsible use of data are pillars of the tech sector. TechNet will advocate for a federal privacy standard that expressly preempts state laws and brings uniformity to all Americans regardless of where they live, encourages innovation, and ensures that consumers' privacy is protected consistent with reasonable expectations and industry standards.

Last session, and in prior years, TechNet worked with the Maryland General Assembly to craft a thoughtful approach to comprehensive data privacy. In the absence of a federal standard, lawmakers should look to interoperable, comprehensive state legislation. To be clear, TechNet doesn't intend to change the overall privacy framework with this advocacy. Rather, we are focused on this critical and important change that will provide a more positive online experience for

Maryland consumers. As such, we believe that HB 1365 addresses and improves upon the current privacy laws by providing for “adequate, relevant, and reasonably necessary” standards related to data collection.

There are unintended consequences of the current standard “strictly necessary”, including businesses limiting personalization services and accessibility features. Should the current standard remain, we are concerned that businesses may limit their risks by discontinuing or reducing certain services or features. Examples of these limits could include not being able to introduce features such as email improvements, because a consumer doesn’t specifically request it, using mapping or geolocation to help facilitate everyday services like ridesharing because it is not “strictly necessary” for the consumer’s use of the product, and reaching existing customers or finding new ones via online advertising,

The changes in HB 1365 will bring Maryland into better alignment with existing privacy laws, while providing meaningful privacy rights for consumers. Thank you for your work on this important issue and please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Margaret Durkin". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

Margaret Durkin
TechNet Executive Director, Pennsylvania & the Mid-Atlantic