



25 Massachusetts Ave., NW
Washington, DC 20001
Phone: 202-346-1100

February 27, 2025

Chairman C.T. Wilson
House Economic Matters Committee
230 Taylor House Office Building
Annapolis, Maryland 21401

Dear Mr. Chairman and Members of the Committee:

Google writes to express our support for HB 1365, which aims to reduce regulatory burdens and promote innovation. We believe this legislation is a positive step towards creating a more streamlined and predictable environment for businesses of all sizes to thrive in Maryland.

Specifically, we appreciate the bill's endorsement of data minimization rules that require companies to disclose the purposes for which data is processed and to ensure that such processing is adequate, relevant, and reasonably necessary for such purposes. This approach aligns with the consensus approach to data minimization that has been implemented in strong privacy laws across nearly half of the country.

Clear and predictable legal standards, as the bill seeks to create, are crucial for companies like Google to invest in cutting-edge technologies and bring them to market efficiently for the countless Maryland residents and businesses who rely on our products and services. Each day Maryland consumers and businesses choose to use services such as Search, Gmail, YouTube, Maps, and Ads to help them find what they're looking for, connect, and grow. The bill will help ensure we can continue to improve these services in ways that they expect, while safeguarding their privacy rights.

We are particularly supportive of the bill's efforts to achieve these changes in a manner consistent with other state laws, striving for harmonization. We believe that a cohesive framework across states, while respecting state-level needs, is essential for a truly innovative national marketplace.

We look forward to working with you and your colleagues to advance this important legislation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ron Barnes".

Ron Barnes
Head of State Legislative Affairs