

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:

On behalf of the Prince George's Chamber of Commerce, I am writing to express our support for HB 1365, which provides a small but important clarification to the Maryland Online Data Privacy Act of 2024. We are confident that this legislation will ensure small businesses and entrepreneurs across the state maintain access to the tools they need to succeed.

HB1365 shields local businesses and innovators from needlessly higher standards than their counterparts across the country, while maintaining strong data privacy for Marylanders. Without this bill, Maryland would be burdened with stricter standards than any other state in the country, imposing unnecessary limitations on digital advertising and online resources and depriving businesses of the tools they need to succeed in the global marketplace.

The legislation also offers a workable framework for small businesses and entrepreneurs who have leaned into digital marketing and targeted advertising tactics to attract and retain customers. We are particularly supportive of the clarity this bill provides to preserve the use of these resources, while still protecting customers' personal data.

We look forward to working with you to pass this critical piece of legislation for the Maryland business ecosystem.

Sincerely,

Alexander K. Austin

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