

ARTHUR ELLIS, CPA
Legislative District 28
Charles County

DEPUTY MAJORITY LEADER

Finance Committee

Vice Chair, Rules Committee

Senate Chair

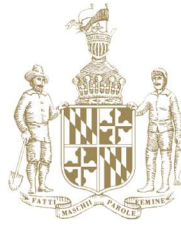
Joint Committee on the
Management of Public Funds

Senate Chair

Joint Committee on
Workers' Compensation Benefit and
Insurance Oversight

Senate Chair, Charles County Delegation

Chair, Select Committee Southern
Maryland



THE SENATE OF MARYLAND
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Sponsor Written Testimony: Favorable

Senate Bill 0569: Commercial Law – Online Data Privacy – Limits on Data Collection

February 17, 2026

Dear Chair Beidle, Vice Chair Hayes, and colleagues of the Senate Finance Committee:

I am pleased to present Senate Bill 0569. Senate Bill 0569 is an adjustment to the Commercial Law pertaining to online data privacy. This important legislation establishes necessary and timely safeguards to limit excessive online data collection and strengthen consumer privacy protections for residents of Maryland. In today's digital environment, individuals routinely interact with online platforms. However, consumers may not be aware of the extent to which their personal data – including location, browsing behavior, financial information, and other personal data are collected, analyzed, and monetized. Senate Bill 0569 prohibits collecting, sharing, or selling of an individual's precise geolocation data for the purpose of targeted advertising. For these reasons, I request a favorable report on Senate Bill 0569.

Sincerely,

A handwritten signature in cursive script that reads "Arthur Ellis".

Arthur Ellis, CPA