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THE SENATE OF MARYLAND  
ANNAPOLIS, MARYLAND 21401

**Testimony in Support of SB 564**

**State Government - Office of the Attorney General - Data Protection**

Madam Chair, Mr. Vice Chair and Members of the Committee:

Senate Bill 564 does two straightforward but important things.

First, it creates a Division of Data Protection within the Office of the Attorney General.

Second, it establishes a Maryland Data Privacy Implementation and Innovation Workgroup.

Both pieces are designed to ensure Maryland's privacy laws are effectively enforced and thoughtfully implemented as technology continues to evolve.

**1. Division of Data Protection**

Over the past several years, Maryland has enacted significant privacy and online protections, including laws addressing consumer data, children's online safety, and digital design practices.

SB 564 establishes a Division of Data Protection within the Office of the Attorney General to investigate and bring civil enforcement actions related to violations of those laws.

This bill does **not** create new privacy mandates. It does **not** expand substantive law.

It ensures that the privacy protections already enacted by this legislature can be enforced by a dedicated team with subject-matter expertise.

As privacy, cybersecurity, and artificial intelligence issues become more complex, it is appropriate for Maryland to have focused enforcement capacity.

**2. Data Privacy Implementation and Innovation Workgroup**

SB 564 also creates a one-year Maryland Data Privacy Implementation and Innovation Workgroup.

The Workgroup brings together:

- Members of the General Assembly
- The Attorney General or designee
- The Secretary of Information Technology
- The Secretary of Commerce
- Consumer privacy advocates
- Civil rights experts
- Small business representatives
- Industry stakeholders
- Technical experts.

The purpose of the Workgroup is to:

- Study how Maryland's data privacy framework is working
- Identify compliance challenges
- Evaluate enforcement capacity and funding needs
- Review developments in other states
- Examine how artificial intelligence intersects with personal data protections

The Workgroup will report recommendations to the Governor and the General Assembly by January 1, 2027, and then sunset.

This ensures Maryland remains proactive and balanced as technology and privacy laws continue to evolve.

### **Conclusion**

SB 564 strengthens Maryland's privacy framework in two ways:

It ensures operational enforcement capabilities, and it creates a structured forum for evaluating and improving our approach to data privacy moving forward.

This bill is about organization, oversight, and thoughtful implementation.

For these reasons, I respectfully request a favorable report on SB 564.

Thank you.