

## **Business Regulation - Data Broker Registry, SB616**

### **Favorable Report**

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From: Jim Caldiero, 4128 Lotus Cir., Ellicott City, MD, 21043, tel (land) 410-465-7452

To: Sen. Pamela Beidle, Chair, Sen. Antonio Hayes, Vice-Chair, and Members of the Finance Committee

Thank you for the opportunity to offer written testimony **IN FAVOR** of SB616, Business Regulation - Data Broker Registry, SB616

Some 55 years ago, immediately after I took the oath of office with the Social Security Administration, even before I lowered my hand, I was read the agency's first regulation: the personal information entrusted to its employees is sacrosanct and under no circumstances is that information to be shared or disclosed unless authorized. It is obvious that now, a half-century later, in an era of digitalization, that our personal data is at greater risk and must be protected.

In recent years we have seen an explosion in the access to our personal information and a concomitant erosion in the protection of that information not only by public entities, but also by private third party data brokers who profit from the sale of personal data to the extent that identity theft and fraud have become rampant.

Third party data brokers often go unnoticed, operating in the shadows, place our personal data and security at risk. A 2021 report showed a 25% increase in identity theft linked to data obtained from brokers.

Moreover, vulnerable populations – the elderly, immigrants, survivors of domestic abuse –are particularly at risk as brokers list sensitive information that aligns with actors who target these groups.

We must ensure in this age where every inch of our digital footprint can be accessed that our personal information is secure of unwarranted access merely because someone has seen a way to make a profit.

I encourage you to deliver a **favorable report** on SB616.

Thank you.

Sources:

Code of Federal Regulations, Title 20, Chapter III, Social Security, Part 401, Privacy and Disclosure of Information, [https://www.ssa.gov/OP\\_Home/cfr20/cfrdoc.htm](https://www.ssa.gov/OP_Home/cfr20/cfrdoc.htm)

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