

February 17, 2026

The Honorable Pam Beidle  
Chair  
Senate Finance Committee  
Maryland Senate  
3 East Miller Senate Office Building  
11 Bladen Street  
Annapolis, MD 21401

*RE: SB 569 (Ellis) - Commercial Law - Online Data Privacy - Limits on Data Collection – Unfavorable*

Dear Chair Beidle and Members of the Committee,

On behalf of TechNet, I'm writing to share comments on SB 569.

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes 103 dynamic American businesses ranging from startups to the most iconic companies on the planet and represents five million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance.

Our member companies consistently place a high priority on consumer privacy, and the technology industry is committed to privacy and security. As part of that, transparency and the responsible use of data are pillars of the tech sector. TechNet will advocate for a federal privacy standard that expressly preempts state laws and brings uniformity to all Americans regardless of where they live, encourages innovation, and ensures that consumers' privacy is protected consistent with reasonable expectations and industry standards. In the absence of a federal standard, lawmakers should look to interoperable, comprehensive legislation already passed in other states to build on the unified standard that provides strong privacy protections to more than 100 million Americans.

Under the current Maryland Online Data Privacy Act (MODPA), consumers must opt-in to the collection and use of their sensitive information, including precise geolocation. Thus, a consumer must agree and must also have been provided with disclosures of the purposes for use of the information. Further, under existing law, a consumer has control over such information. They may opt-out of the sale of all

their personal information, which includes precise geolocation information. Consumers also have confirmation and deletion rights that apply to the data.

We believe this bill is simply not needed as existing law already provides for protections around the use of geolocation. Consumers have controls should they wish to exercise them. Moreover, the Senate Finance Committee deliberated on MODPA, and it only recently went into effect in late 2025. We request that the current law remain the same for a period of time so businesses won't have to potentially make compliance updates so soon after the enactment date.

For the reasons stated above, TechNet is opposed to this bill. Thank you for your consideration, and we look forward to continuing these discussions with you.

Sincerely,



Margaret Durkin  
TechNet Executive Director, Pennsylvania & the Mid-Atlantic