

SB0932_RichardKaplowitz_FAV

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TESTIMONY ON SB#0932- POSITION: FAVORABLE

Consumer Protection - Social Media Platforms - Display of User Location

TO: Chair Beidle, Vice Chair Hayes, and members of the Finance Committee

FROM: Richard Keith Kaplowitz

My name is Richard Keith Kaplowitz. I am a resident of District 3, Frederick County. I am submitting this testimony in support of SB#0932, **Consumer Protection - Social Media Platforms - Display of User Location**

This bill will protect social media users, especially minors, from misuse of the user's location data by bad actors.

Finding user locations on social media is vital for enhancing, connecting, and securing personal experiences. Key reasons include discovering nearby events/friends, ensuring personal safety, accessing localized information and discounts, and increasing engagement through geotagging, allowing for more relevant, personalized content. ¹

Here is a breakdown of why this is important to users:

- **Safety and Security**
- **Social Connection and Discovery**
- **Contextual Relevance and Personalization**
- **Convenience and Efficiency**
- **Access to Localized Offers**

With overseas actors and bots invading the social media space to influence opinions and politics this bill can equip social media users in Maryland with notifications of this foreign or unknown location sourcing information.

This bill will protect minors by requiring that a person that operates a social media platform may not display the general geographical location of a user who the person knows or has reason to know is a minor.

Overall, this important bill will require a person that operates a social media platform to display to State users of the social media platform the general geographical location of each adult user whose account is visible to the State user on the platform.

I hope current technology is capable of this and look forward to a full discussion of processes necessary to implement the required actions of this bill.

I respectfully urge this committee to return a favorable report on SB#0932.

¹ Google AI Search "why find the location of users on social media is important to users"