



February 28, 2023

The Honorable Sara Love
210 Lowe House Office Building
11 Bladen Street
Annapolis, MD 21401

Dear Delegate Love:

BSA | The Software Alliance¹ supports strong data privacy protections for consumers and appreciates your work on consumer data privacy through HB807. In our global, federal, and state advocacy, BSA works to advance legislation that ensures consumers' data rights — and the obligations imposed on businesses — function in a world where different types of companies play different roles in handling consumers' personal data. At the state level, we have supported strong comprehensive data privacy laws in a range of states, including consumer privacy laws enacted in Colorado, Connecticut, and Virginia.

BSA is the leading advocate for the global software industry. Our members are enterprise software and technology companies that create the business-to-business products and services to help their customers innovate and grow. For example, BSA members provide tools including cloud storage services, customer relationship management software, human resource management programs, identity management services, and collaboration software. Businesses entrust some of their most sensitive information — including personal information — with BSA members. Our companies work hard to keep that trust. As a result, privacy and security protections are fundamental parts of BSA members' operations, and their business models do not depend on monetizing users' data.

BSA would welcome an opportunity to discuss this important piece of consumer privacy legislation with you and your staff. Thank you for your continued efforts in establishing strong consumer privacy protections in Maryland and for your consideration of our views.

Sincerely,

¹ BSA's members include: Adobe, Alteryx, Atlassian, Autodesk, Bentley Systems, Box, Cisco, CNC/Mastercam, Databricks, DocuSign, Dropbox, Graphisoft, IBM, Informatica, Juniper Networks, Kyndryl, MathWorks, Microsoft, Okta, Oracle, Prokon, PTC, Rubrik, Salesforce, SAP, ServiceNow, Shopify Inc., Siemens Industry Software Inc., Splunk, Trend Micro, Trimble Solutions Corporation, TriNet, Twilio, Unity Technologies, Inc., Workday, Zendesk, and Zoom Video Communications, Inc.

A handwritten signature in black ink that reads "Matthew Lenz". The signature is written in a cursive style with a horizontal line crossing through the middle of the name.

Matthew Lenz
Senior Director and Head of State Advocacy