



March 29, 2024

The Honorable Andy Beshear
Kentucky State Capitol
700 Capital Avenue
Suite 100
Frankfort KY 40601

Dear Governor Beshear:

BSA | The Software Alliance¹ supports strong privacy protections for consumers and appreciates efforts to improve consumer privacy for Kentuckians through HB15, the Kentucky Consumer Data Protection Act. In our federal and state advocacy, BSA works to advance legislation that ensures consumers' 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 privacy laws in a range of states, including consumer privacy laws enacted in Colorado, Connecticut, and Virginia.

We encourage you to sign HB 15, the Kentucky Consumer Data Protection Act, an important piece of legislation that will create strong state-wide privacy protections for all Kentuckians. BSA appreciates the legislation's recognition of the unique role of data processors, which handle data on behalf of other businesses, and its creation of privacy protections that are interoperable with other state laws, including Indiana, Tennessee, and Virginia.

Thank you for your continued leadership in establishing strong consumer privacy protections in the Commonwealth.

Sincerely,

Abigail Rathbun Wilson

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

Manager, State Advocacy