



**January 22, 2024**

Dear Members of the Legislative Commission on Data Practices:

The Minnesota Chamber, representing more than 6,300 business in Minnesota, appreciates the work done by Representative Elkins on HF 2309. We have had productive conversations regarding needed updates to the introduced bill for this upcoming session.

Minnesota businesses take their customers' privacy seriously. Safely and responsibly handling consumer data is critical to maintaining credibility and customer relationships. Consumer data transactions regularly occur across state borders, which means this issue that should be dealt with as uniformly as possible. A patchwork of differing state laws with varying requirements is confusing and costly for businesses and consumers.

The proposed legislation will also need to balance compliance with existing state and federal data regulations, for example the Gramm-Leach-Bliley Act.

With these suggestions in mind, we continue to recommend that the legislation aligns as much as possible with existing consumer data privacy laws in other states that will lessen compliance costs and operational disruptions for Minnesota businesses and their customers. We also recommend that the legislation include a small business exemption, as has been enacted in other states.

The Minnesota Chamber appreciates the consideration the Commission is giving to this subject and commit to continue working with the bill authors and the Legislature to address the business community's feedback.

Sincerely,

Brian Cook  
Director, Energy and Elections Policy