



THE MARYLAND HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401

**HB 807 – Consumer Protection
– Online and Biometric Data Privacy**

Chair Wilson, Vice Chair Crosby, Members of Economic Matters –

HB 807 is a comprehensive online data privacy bill: it gives Marylanders control over their personal data, defined as “any information that is linked or can be reasonably linked to an identified or identifiable individual.”

This legislation is a compilation of two products: bipartisan legislation that passed Connecticut last year, and the biometrics bill that this Committee passed last year. You will see there are a lot of things that the tech industry asked for in Connecticut that are in the bill – a lot of language stating what this doesn’t affect and what they still can do. It is a good balance between giving Marylanders control over our personal data and allowing industry to collect and use the data.

In short the bill entitles Marylanders to:

1. **Know:** businesses must tell consumers, prior to collecting a consumer’s information, what information it will collect, how it will use the information, the types of 3d parties it gives your information to, and why it will give your information to 3d parties.
2. **Correct/Delete:** Consumers will be able to correct inaccuracies in the data, request to delete the data, and obtain a copy of the data.
3. **Opt-out:** Consumers will be able to opto-out of the processing of personal data for advertising, sale, or profiling.

Entities must comply with the consumer request, with some exceptions.

HB 807 also incorporates HB 33, the Biometric Data Privacy bill, which ensures that our most sensitive data – our biometrics – are not collected and sold without our knowledge & consent.

Right now, companies are collecting and selling increasing amounts of sensitive data about our lives without our knowledge or consent. We – and every detail about our lives – are the product being sold. At least 70% of mobile apps share data with third parties, and 15% of those reviewed were connected to five or more trackers.

Online privacy is an issue that states across the country are grappling with. Right now, 5 states have comprehensive consumer data privacy laws: California, Colorado, Connecticut, Utah & Virginia. This session alone, another 12 states are considering such legislation.

I respectfully request a favorable report on HB 807.