

Mr Chairman and members of the committee. HB 1330 addresses internet privacy.

Internet privacy is becoming increasingly important in this day and age of data collection and proliferation of the use of such data. Personalized advertising is utilized to a greater extent every year. To big tech linking an individual with specific data is extremely profitable as they can use the data to sell. The issue isn't whether we wish to allow big tech to use aggregate data, the issue is whether we want to allow big tech to use personalized data.

What this bill simply does is require that if big tech wants to sell data that they have scraped from the internet about the everyday person, permission must be obtained from that person. Now this data isn't just basic information such as sex, race, job, and so forth. I am talking about very personal information like browsing history, health conditions, religious affiliations, drug use and so on.

All this bill provides is that a consumer must opt in to allow a big tech company to sell their personalized data. For example if big tech was collecting information about a persons drug use, health condition, or entire browsing history; the big tech giant would have to allow the user to opt in to allowing the sale of information regarding each of those types of information. This doesn't mean every time big tech sells the information, the person has to authorize the sale, this just means that when the person signs up, they have to opt in to allowing such sale. Big tech might say if you don't opt in you don't get to use the site. I think this is appropriate, it is the choice of the consumer. Now perhaps big tech doesn't currently sell every single website every one of you in here has every visited, but have no doubts, this is something without a law like this, they will be doing. Who knows maybe they are already selling each and everyone of our entire browsing histories. They certainly have the ability to do it.

In the bill there are approximately 24 categories of protected information. If you as a committee don't like anyone of them, feel free to amend things in our out.

Ultimately this bill simply provides reasonable protection for the small consumers. Opting in to allowing the sharing of personal data is certainly reasonable. We as representatives represent the everyday person. The

everyday person doesn't have the ability to follow every one of these bills as closely as the lobbyist. The lobbyists following behind me who represent big tech diligently track these issue and are looking to protect the interestes of big tech. The lobbyist following behind my might argue that California regulations or federal regulations are a better approach. I doubt most of you here would agree California or the federal government promulgates better regulations than North Dakota. Despite their elegant arguments to not implement protections for the small guy I urge this committee to pass this bill forward with a do pass to protect the everyday citizen in North Dakota.