



January 7, 2022

The Honorable Jennifer Bradley
State Capitol
404 South Monroe Street
Tallahassee, FL 32399

Dear Senator Bradley:

BSA | The Software Alliance¹ supports a strong, national privacy framework that provides all consumers with meaningful rights over their personal data and ensures businesses are accountable for processing personal data in line with consumers' expectations. We commend your ongoing efforts to protect Floridians' consumer data privacy rights with SB1864 and would appreciate the opportunity to engage with your office again this session to share our perspective and recommendations to strengthen SB1864.

As you may be aware, BSA | The Software Alliance is the leading advocate for the global software industry domestically and globally. Our members are business-to-business companies that create the technology products and services that power other companies. They provide tools for businesses of all size including cloud storage services, customer relationship management software, human resources management programs, identity management services, and remote collaboration software. These enterprise software companies are in the business of providing privacy-protective technology products. BSA members recognize that they must earn consumers' trust and act responsibly with their personal data, and their business models do not depend on monetizing consumers' data.

In BSA's advocacy at the federal and state levels of government, we work to advance legislation that ensures consumers' rights over their personal data – and the obligations imposed on businesses – function in a world where different types of companies play different roles in handling that data. At the state level, we have advocated for strong privacy laws in a range of states, including Colorado and Virginia's recently enacted laws.

BSA would welcome the opportunity to discuss our recommendations on this important piece of consumer privacy legislation with you and your staff at your earliest convenience. Thank you for your commitment to establishing strong consumer privacy protections in Florida.

¹ BSA's members include: Adobe, Atlassian, Autodesk, Bentley Systems, Box, Cadence, CNC/Mastercam, IBM, Informatika, Intel, MathWorks, Microsoft, Okta, Oracle, PTC, Salesforce, ServiceNow, Siemens Industry Software Inc., Sitecore, Slack, Splunk, Trend Micro, Trimble Solutions Corporation, Twilio, and Workday.

Sincerely,

A handwritten signature in blue ink that reads "Tom Foulkes". The signature is written in a cursive style with a large, prominent "T" and "F".

Tom Foulkes
Senior Director, State Advocacy