



January 13, 2023

Hon. Paul Holvey
State Capitol
900 Court Street, NE
Room H-275
Salem, OR 97301

Dear Representative Holvey:

BSA | The Software Alliance¹ supports strong privacy protections for consumers and appreciates your work to improve consumer privacy through S619. 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. In Oregon, BSA has actively participated in the Attorney General's Consumer Privacy Task Force. In November 2022, BSA submitted our most recent comments and redlines to the Attorney General's office on the draft privacy bill. A copy of those documents is attached.

BSA is the leading advocate for the global software industry. Our members are enterprise software and technology companies that create business-to-business products and services to help their customers innovate and grow. For example, BSA members provide tools including cloud storage services, customer relationship management software, human resource management programs, identity management services, and collaboration software. Businesses entrust some of their most sensitive information — including personal data— with BSA members. Our companies work hard to keep that trust. As a result, privacy and security protections are fundamental parts of BSA members' operations, and their business models do not depend on monetizing users' data.

¹ BSA's members include: Adobe, Alteryx, Atlassian, Autodesk, Bentley Systems, Box, Cisco, CNC/Mastercam, CrowdStrike, Databricks, DocuSign, Dropbox, Graphisoft, IBM, Informatca, Intel, Kyndryl, MathWorks, Microsoft, Okta, Oracle, Prokon, PTC, Salesforce, SAP, ServiceNow, Shopify Inc., Siemens Industry Software Inc., Splunk, Trend Micro, Trimble Solutions Corporation, TriNet, Twilio, Unity Technologies, Inc., Workday, Zendesk, and Zoom Video Communications, Inc.

BSA would welcome an opportunity to discuss this important piece of consumer privacy legislation with you and your staff. BSA will continue to work with the Attorney General through the Consumer Privacy Task Force. Thank you for your continued efforts to establish strong consumer privacy protections in Oregon and for considering our views.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Lenz". The signature is fluid and cursive, with the first name "Matthew" and last name "Lenz" clearly distinguishable.

Matthew Lenz
Senior Director and Head of State Advocacy