



May 8, 2019

Chair Jan Schakowsky
House Committee on Energy & Commerce
Rayburn House Office Building 2125
Washington, D.C. 20515

Ranking Member Cathy McMorris Rodgers
House Committee on Energy & Commerce
Rayburn House Office Building 2125
Washington, D.C. 20515

Dear Chair Schakowsky and Ranking Member McMorris Rodgers:

Internet Association¹ (IA) welcomes the opportunity to submit this letter for the record as part of the Committee's May 8 hearing: *"Oversight of the Federal Trade Commission: Strengthening Protections for Americans' Privacy and Data Security."*

The internet industry appreciates the Committee holding this hearing to advance the conversation around an American approach to data privacy. Data is at the core of all modern U.S. businesses both online and offline, across every sector of the economy. For people to benefit from this transformation, there needs to be new rules of the road for everyone in the economy and society. This is why Internet Association and our members support federal privacy legislation to provide consumers meaningful control over and access to their personal information. The Federal Trade Commission (FTC) should continue to be the lead enforcement agency to ensure consistent application of federal law, and it should be provided the resources necessary to fulfil this mission.

The FTC does a commendable job enforcing privacy laws and advancing best practices to protect Americans' privacy. It has demonstrated a vigorous approach to privacy enforcement for two decades that achieves both immediate and long-term goals, by stopping inappropriate handling of consumer data, requiring companies to commit to plans designed to ensure data handling will be legally compliant in the future, and providing guidance on achieving regulatory compliance in areas where existing standards may be unclear.

Additional resources could enhance the FTC's ability to conduct meaningful enforcement of existing privacy laws and any future comprehensive federal data privacy regime that may include newly covered entities, data types, and regulatory obligations. Congress should also carefully consider any new authorities granted to the FTC as part of a larger privacy package.

In addition, the FTC has always embraced a mission of educating individuals on their rights and protections under the law, and this effort should be encouraged and appropriately resourced. The FTC also educates organizations on their obligations and best practices, such as the

¹ Internet Association represents <https://internetassociation.org/our-members/>.



recently launched [Cybersecurity for Small Business](#) campaign.² Such campaigns are incredibly valuable and should be appropriately resourced.

Internet Association and our member companies stand ready to work with this Committee and all other interested parties on an American approach to protecting people's privacy that allows for continued U.S. leadership in technology. The internet industry supports the passage of bipartisan privacy legislation this year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Beckerman', written over a light gray rectangular background.

Michael Beckerman
President and CEO

² See more: <https://www.ftc.gov/tips-advice/business-center/small-businesses/cybersecurity>