Summary: Testimony of Raffi Krikorian

- **Digital surveillance and "data economy" challenges** - there is an inadequacy of current notice and consent frameworks, especially considering increasing digital surveillance. Users are unknowingly trading privacy for digital conveniences, and the complexity of the evolving "data economy" further hinders consumer understanding of data utilization.

- **AI data wants vs. data minimization** - a notable clash exists between the goal of data minimization and AI's hunger for extensive data, presenting a conundrum in achieving both privacy and new experiences and new innovations.

- **Emerging privacy trends** - there are emerging trends, such as the phenomena of voluntary data surrender and "sousveillance", that pose new challenges, potentially bypassing traditional privacy safeguards as individuals willingly share or capture personal information.

- **Real-world data capture challenges** - devices like smart home gadgets and self-driving cars pose privacy challenges by collecting data from non-users and in public spaces without explicit consent.

- **There are no silver bullets** - we need to invest in digital literacy and user education, improve the clarity of the consent process; create mechanisms for users to understand and participate in the "data economy" in which their data is being gathered, used, and traded; and provide them with ways to opt out of data collection (including giving users options within applications).

- **Legislative adaptation for a dynamic technology landscape** - in the rapidly evolving tech field, continuous legislative adaptation is crucial. Measures like the ADPPA should be treated as foundational steps, establishing a floor for privacy standards, rather than a fixed ceiling. This proactive approach ensures that privacy measures keep pace with technological advancements and emerging societal concerns, promoting a flexible, forward-thinking legislative framework for user privacy.