Software innovation is transforming every sector of our economy and enriching every aspect of our lives. Software enables businesses to grow through cloud-computing solutions and analytics, and it allows individuals to hold the power of the Internet in their pockets. Members of BSA | The Software Alliance provide cutting-edge cloud services, data analytics, and cybersecurity solutions to businesses of all sizes across all industries. They are at the forefront of the technological promises of artificial intelligence, blockchain, and the Internet of Things. Policies that reward innovation, allow software service providers to meet their customers’ privacy and security expectations, streamline regulations, and reduce barriers to digital trade will accelerate society’s access to the benefits of software.

DATA POLICY

Software innovation continues to lead to unprecedented advances. To empower individuals and help businesses create jobs, we are learning how to tap the potential of the data these innovations have unleashed. BSA supports modernizing data policies so they are clear, effective and predictable for individuals, businesses and governments.

Government Access to Data

The United States has always pursued a careful balance between the privacy and security of personal and sensitive information and the government’s responsibility to keep us safe. The rapid adoption of remote computing power and data analytics have transformed the methods for transferring and analyzing information. BSA supports:

» A holistic and balanced approach to encryption to support law enforcement’s mission while ensuring the security of our data, communications, and critical infrastructure

» Modernization of the Electronic Communications Privacy Act to require warrants for digital content and create a durable standard for accessing overseas content

» Reauthorizing section 702 of the Foreign Intelligence Surveillance Act with meaningful safeguards for privacy and civil liberties

International Cooperation

Data services rely on the ability to transfer data across borders. Some countries are pursuing data localization requirements or other restrictions on data transfers. These policies chill innovation and harm the ability of US companies to compete. BSA supports:

» Engagement on US-EU data issues, including the Privacy Shield agreement, and attention to EU regulatory efforts, to ensure US-EU data transfers are protected

» Eliminating non-competitive country-specific market barriers for IT products and services that restrict the ability of US companies to compete overseas

» Creating additional tools to provide leverage and pressure points to help the US address bilateral issues

» Strong data flow provisions in future trade agreements
Cybersecurity
BSA supports efforts to improve the government’s capabilities and readiness to address cybersecurity threats. This includes public-private partnerships, strengthening cybersecurity workforce capabilities, implementing effective information sharing frameworks, policies that support the development of cutting-edge cybersecurity technologies, and other steps to secure and defend information infrastructure.

Open Government Data
BSA supports efforts to make government-held, non-sensitive data more freely available, in a manner that increases transparency for the public and creates opportunities to improve the efficiency of the government and the private sector.

INTELLECTUAL PROPERTY
Intellectual property protections encourage the research and development that drives innovation. Policies to properly protect intellectual property are critical to maintaining this investment. BSA supports:

» Meaningful patent litigation reform that reduces opportunistic litigation and allows those who invent and innovate to thrive

» Patent protection for all inventions on a technology-neutral basis

» Copyright laws that protect the rights of authors, intermediaries, and users of works in the digital age

Software contributes $52B, or 17 percent, of all domestic business R&D.¹

WORKFORCE DEVELOPMENT
Today, nearly 500,000 computing jobs in the United States remain unfilled while American universities only produce about 43,000 computer science graduates each year. BSA supports:

» Investments in computer science education that are inclusive and increase the pipeline of Americans to fulfill new jobs in the data economy

» Effective visa programs for high-skilled immigrants to ensure the best minds of the world can help businesses grow in the United States

EMERGING TECHNOLOGIES
Software innovation has fostered the development of a range of cutting-edge technologies that offer great promise to improve lives and help solve intractable problems. BSA seeks to help educate policymakers as they consider public-policy issues that these new technologies and their adoption might raise. BSA supports:

» Increased government use of cloud services and analytics to improve data security and expand the benefits that can be derived from data

» A streamlined regulatory approach that promotes the development and adoption of cutting-edge technologies and analytics tools associated with emerging technologies, such as the Internet of Things and artificial intelligence

¹“The $1 Trillion Economic Impact of Software” with data from The Economist Intelligence Unit, 2016, www.bsa.org/softwareimpact