The Software Alliance

BSA

2018 US POLICY AGENDA

Every sector of our economy relies on software to succeed. Members of BSA | The Software Alliance provide cutting-edge cloud services, data analytics, cybersecurity solutions and other tools to businesses of all sizes to generate new industries and new jobs. They are at the forefront of the technological promises of artificial intelligence, blockchain, and the Internet of Things. Policies that reward innovation, ensure privacy and security, reduce barriers to digital trade, and prepare a diverse workforce for the growing number of technology jobs will help accelerate society's access to the benefits of software.

Software supports 10.5M US jobs and adds $1.1T to the US economy.[1]

DATA POLICY

Software innovation continues to lead to unprecedented advances and solutions. BSA supports modernizing data policies so they are clear, effective and predictable for individuals, businesses and governments.

Data Transfers and Digital Trade

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:

- Strong **free flow of data** provisions in NAFTA and future trade agreements
- Engagement on US-EU data issues, including the **Privacy Shield** agreement and model contractual clauses, 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

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:

- Modernization of the **Electronic Communications Privacy Act of 1986** to require warrants for digital content and create a durable standard for accessing overseas content
- A **holistic and balanced approach to encryption** to support law enforcement's mission while ensuring the security of our data, communications, and critical infrastructure
- Reauthorizing **section 702** of the Foreign Intelligence Surveillance Act with meaningful safeguards for privacy and civil liberties

Cybersecurity

BSA supports efforts to improve the government's capabilities and readiness to address cybersecurity threats. BSA supports a robust partnership of government and industry to:

- Promote a **secure software ecosystem** through industry benchmarks, enhanced tools, research and vulnerability disclosure

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- Strengthen **government's approach to cybersecurity**
- Build **international consensus** on cybersecurity policies, standards, and practices
- Develop a **21st century cybersecurity workforce**
- Embrace **digital transformation** by leveraging emerging technologies and forging innovative partnerships

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. Software accounts for 19.6 percent of all domestic business R&D in the United States. Policies to properly protect intellectual property are critical to maintaining this investment. BSA supports:

- Patent protection for all inventions on a **technology-neutral basis**
- Meaningful **patent litigation reform** that reduces opportunistic litigation and allows those who invent and innovate to thrive
- **Copyright laws** that protect the rights of authors, intermediaries, and users of works in the digital age

WORKFORCE DEVELOPMENT

The increasing use of and demand for technology is creating new types of jobs that require an evolving set of skills. For example, in late 2017, nearly 500,000 computing jobs in the United States remained unfilled

Software contributes $63B, or 19.6%, of all US domestic business R&D.[1]

while American universities only produced about 43,000 computer science graduates in 2016. While tomorrow's jobs won't all require computer science degrees, digital literacy will become increasingly important in every industry, from agriculture to manufacturing. BSA supports:

- Investments in **STEM education** that are inclusive and increase the pipeline of Americans to fulfill new jobs in the data economy
- Enhanced **worker retraining and upskilling programs** to give current workers more opportunities to succeed
- A **thoughtful approach to immigration policy** 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:

- A **long-term strategy on artificial intelligence** innovation that encourages investment in education, workforce development and research
- A **streamlined regulatory approach** that promotes the development and adoption of cutting-edge technologies and analytics tools associated with emerging technologies, such as blockchain and the Internet of Things

[1] "The Growing $1 Trillion Economic Impact of Software" with data from The Economist Intelligence Unit, 2017, https://software.org/reports/2017-us-software-impact/