



February 10, 2022

The Honorable Greg Dolezal
305-B CLOB
Atlanta, GA 30334

Dear Senator Dolezal:

BSA | The Software Alliance¹ supports strong privacy protections for consumers and appreciates your work to improve consumer privacy through SB394, the Georgia Computer Data Privacy Act. 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 the new consumer privacy laws enacted in Colorado and Virginia last year.

BSA is the leading advocate for the global software industry. Our members are enterprise software companies that create the business-to-business technologies that other businesses use. 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 information — 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.

BSA would welcome the opportunity to discuss our recommendations on this important piece of consumer privacy legislation with you and your staff. Thank you for your continued efforts in establishing strong consumer privacy protections in Georgia.

Thank you for your continued leadership in establishing strong consumer privacy protections, and for your consideration of our views. We welcome an opportunity to further engage with you or a member of your staff on these important issues.

Sincerely,

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

A handwritten signature in blue ink that reads "Tom Foulkes". The signature is written in a cursive style with a large, prominent initial "T".

Tom Foulkes
Senior Director, State Advocacy