

# 2020 US Policy Agenda

Every sector of our economy relies on software to grow. Members of BSA | The Software Alliance provide cutting-edge cloud services, data analytics, manufacturing tools, cybersecurity solutions, and other digital capabilities to businesses of all sizes to generate new industries and new jobs. Modernized laws and policies in these issue areas will improve lives and support continued economic and job growth.



**Consumer  
Data  
Privacy**



**Smart and  
Strong  
Cybersecurity**



**International  
Data  
Agreements  
and Digital  
Trade**



**Realizing  
the Potential  
of Artificial  
Intelligence**



**Intellectual  
Property  
Protection**



**Law  
Enforcement  
Access to  
Data**



**Modern  
Workforce for  
the Digital  
Economy**



## Consumer Data Privacy

The software industry is committed to the privacy and security of personal information. Consumers deserve transparency, clarity, and confidence in how their data is being used and protected. One clear, modernized set of federal standards is important for ensuring consistent and high standards throughout the country.

- » Enact comprehensive federal privacy law with strong:
  - Consumer rights
  - Accountability for companies
  - Enforcement



## Smart and Strong Cybersecurity

Connected devices and the use of data are improving our economy and the quality of our lives, but this will only continue if we can keep them secure. To accomplish this government and industry must have a strong partnership.

- » Drive trust and security in 5G networks fostering interoperability and open standards
- » Ensure secure supply chain management based on transparent and risk-based criteria
- » Promote best practices for secure software development and coordinated vulnerability disclosure
- » Promote harmonized and standards-based approaches to security of IoT devices



## International Data Agreements and Digital Trade

Businesses rely on the ability to move data across borders. Strong, enforceable digital trade rules and international data agreements are necessary to allow US companies to compete abroad and hire in the US.

- » Establish new agreements with the WTO, UK, and others that include strong rules enabling digital trade
- » Support the US-EU Privacy Shield and other international data agreements
- » Ensure any restrictions on trade—including export controls and supply chain interventions—avoid unintended consequences

Nearly 1 in 10 US jobs—**14 million**—results from the software economy.

US software jobs **grow twice as fast** as overall US jobs.



### Realizing the Potential of Artificial Intelligence

Artificial Intelligence (AI) is driving advances in healthcare, agriculture, infrastructure, security, and many other areas. Understanding how emerging technologies like AI work and building long-term strategies to manage challenges will help both realize the technology's potential and create a framework for addressing public policy issues as they arise.

- » Expand open government data
- » Develop policies to promote fairness and non-discrimination
- » Enhance research and development
- » Establish sound data innovation policies



### Intellectual Property Protection

Intellectual Property (IP) protections foster the research and development that drives innovation. Software funds more than 22% percent of all US business R&D. Policies to properly protect IP are critical to maintaining this investment.

- » Ensure a technology-neutral basis for patent protection
- » Support copyright laws that protect the rights of creators while providing flexibilities that facilitate the continued development of innovative digital technologies



### Law Enforcement Access to Data

To combat crime and threats to national security, law enforcement and the technology community must work together. Now is the time to take practical steps to enable lawful access to digital evidence in ways that don't undermine cyber defenses (including encryption) and reinforce constitutional privacy protections.

- » Increase law enforcement capacity-building for using technology in criminal justice
- » Improve coordination across existing law enforcement training programs



### Modern Workforce for the Digital Economy

Enabling the American workforce to benefit from the new digital economy requires preparing new generations of workers for the jobs of the future and assisting current workers as they transition to emerging opportunities.

- » Improve access to STEM, cybersecurity, and computer science education
- » Enhance alternative pathways to the evolving workforce, including technical and vocational training
- » Achieve balanced immigration policy

Software jobs are growing quickly outside traditional tech hubs.