2023 US AGENDA:
Driving Digital Transformation

BSA | The Software Alliance advocates in Washington, Brussels, and 30 countries worldwide. BSA's members are global software and technology companies that drive digital transformation and provide cutting-edge cloud services, data analytics, building and infrastructure tools, and other transformative digital capabilities to help organizations modernize and grow. BSA members support millions of US jobs in the enterprise technology sector and millions more in businesses of all sizes and across all industries.
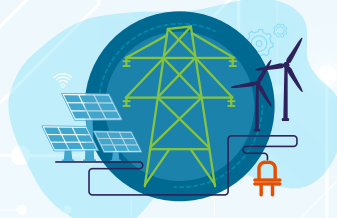
DIGITAL TRANSFORMATION

BSA's 2023 agenda drives **digital transformation**, the process by which organizations harness the capabilities of enterprise software to add new value to their businesses, employees, customers, and communities.
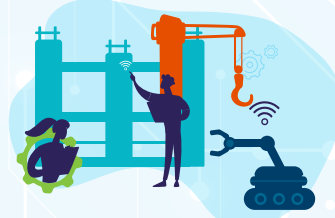
MODERN AGRICULTURE:
Empowering farmers and ranchers with digital tools to increase yields while using fewer resources.

AFFORDABLE ENERGY:
Building a more sustainable and secure future that reduces gas and energy prices for consumers and businesses.

ADVANCED MANUFACTURING:
Revolutionizing how we design, build and make things in America and develop a next-generation skilled workforce.

ACCESSIBLE HEALTH CARE:
Helping doctors improve patient outcomes, address rising costs, and access new treatments and cures.

BSA 2023 POLICY PRIORITIES

Strong Data Privacy

Trustworthy Artificial Intelligence

Smart and Effective Cybersecurity

Robust Digital Trade and Data Transfers

Modernizing Government IT and Procurement

Inclusive Economic Opportunity

Preventing the Proliferation of Harmful Online Content

Reset Immigration Policies

Intellectual Property Protection

Law Enforcement Access to Data

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Strong Data Privacy

Consumers deserve transparency, clarity, and confidence in how their data is used and protected. BSA supports a clear and modern *national* privacy law to ensure consistent and high privacy standards. Companies should also have strong obligations to handle personal data in alignment with consumer expectations.

Trustworthy Artificial Intelligence

BSA's Enhancing Innovation and Promoting Trust agenda outlines guiding principles for maintaining global leadership in artificial intelligence (AI) development. The US should establish strategies to address important public policy questions, including through requiring impact assessments for high-risk uses of AI.

Smart and Effective Cybersecurity

BSA's 2023 Global Cyber Agenda identifies key themes to protect and secure critical infrastructure, consumer products, and enterprise technologies that improve quality of life, including through requirements that are harmonized across agencies.

Robust Digital Trade and Data Transfers

Strong, enforceable digital trade rules and international data agreements are necessary for US companies to grow and support US jobs through the ability of businesses to move data across borders.

Modernizing Government IT and Procurement

Governments rely on IT systems but operate some of the oldest IT infrastructure. Modernizing requires access to software, computer hardware, digital identity, AI technologies, and cloud computing services. To use the most innovative and cost-effective technologies, the government should leverage procurement best practices including multi-cloud environments. Establishing requirements for commercial and technology-neutral solutions will empower governments to meet the needs of their citizens.

Inclusive Economic Opportunity

Improve access to STEM, cybersecurity, computer science, and digital skills education, including within communities of color and historically marginalized groups. This can be accomplished through technical and vocational training and expanded broadband and computer access, especially in underserved areas and communities.

Preventing the Proliferation of Harmful Online Content

Given the importance of Section 230 of the Communications Decency Act to the digital economy, policymakers should approach changes to it by considering the policies it intended to promote and the development of the Internet landscape since its enactment. Policymakers should also account for the broad spectrum of stakeholders of various sizes and business models that rely on Section 230 in different ways. Any changes should take a balanced approach to free expression, privacy, and a safe internet, and with the legal certainty needed to promote innovation and responsible action.

Reset Immigration Policies

US immigration policies should support American competitiveness by facilitating US companies to access the global talent workforce. Policymakers can help American companies remain competitive and keep jobs in the US by strengthening the H-1B visa program, increasing accessibility of employment-based green cards, and by making DACA protections permanent.

Intellectual Property Protection

Software innovation depends upon intellectual property protections that foster research and development and drive technological breakthroughs. Policymakers can do so by maintaining a balanced and technology-neutral system of patent protection and supporting copyright laws that protect the rights of creators while providing flexibilities that facilitate innovative and emerging technologies.

Law Enforcement Access to Data

Law enforcement and the technology community must work together to enable lawful access to digital evidence in ways that promote transparency and trust. Third-party service providers should generally be permitted to inform customers when the service provider receives a law enforcement request for content.