2019 US Policy Agenda

The Software Alliance

BSA

Every sector of our economy relies on software to succeed. 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 priority 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	Law Enforcement Access to Data	Realizing the Potential of Artificial Intelligence	Modern Workforce for the Digital Economy	Intellectual Property Protection

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
» Establish strong Administration framework, standards, and best practices

Smart and Strong Cybersecurity

The world is more connected now than ever. 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 secure our industries, workplaces and homes against evolving threats and growing risks, government and industry must have a strong partnership.

» Establish risk-based standards for the Internet of Things
» Ensure effective and secure supply chain management
» Strengthen smart cities cybersecurity

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 prevent countries from using localization policies to harm the ability of US companies to compete abroad and hire in the US.

» Pass the US-Mexico-Canada Trade Agreement (USMCA)
» Establish new agreements with Japan, EU, UK, and others that include strong rules enabling digital trade
» Support the US-EU Privacy Shield and other international data agreements

The software industry is an engine for economic growth contributing over $1 trillion to US value-added GDP.

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 accessing digital evidence

» Improve coordination across existing law enforcement training programs

» Modernize the Electronic Communications Privacy Act of 1986

Realizing the Potential of Artificial Intelligence

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

» Establish government advisory groups to provide continued leadership

» Enhance research and development

» Establish sound data innovation policies

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 education

» Enhance alternative pathways to the evolving workforce

» Expand workforce retraining

» Achieve balanced immigration policy

Intellectual Property Protection

Intellectual Property (IP) protections foster the research and development that drives innovation. Software accounts for nearly 20% 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

» Achieve patent litigation reform to reduce opportunistic litigation to allow innovation to thrive

» Support copyright laws that protect the rights of authors, intermediaries, and users in the digital age

The software industry invested more than $63 billion in R&D and nearly 20% of all domestic business R&D.