



The Honorable Bill Seitz
77 South High Street
14th Floor
Columbus, OH 43215

October 26, 2023

Dear Majority Leader Seitz,

As you may recall from previous sessions, BSA | The Software Alliance supports strong privacy protections for consumers and has worked with former Rep. Rick Carfagna and your office on consumer privacy. BSA appreciates your leadership in continuing to advocate for consumer data privacy in the Buckeye State. In BSA's federal and state advocacy, we work 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.

BSA is the leading advocate for the global software industry. Our members are enterprise software and technology companies that create the business-to-business products and services to help their customers innovate and grow. 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 data — 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 and its members have been involved in efforts to strengthen privacy protections throughout the world. At the state level we have supported strong privacy laws across the country, including consumer privacy laws enacted in Colorado, Connecticut, Indiana, Tennessee, and Virginia. BSA supports building on the same structural model of privacy legislation enacted in these states, which distinguishes between controllers and processors, creates meaningful rights focused on consumers, and provides strong Attorney General enforcement.

BSA would welcome an opportunity to discuss comprehensive consumer privacy with you and your staff this year. Thank you for your continued efforts in establishing strong consumer privacy protections in Ohio and for your consideration of our views.

Sincerely,

A handwritten signature in black ink that reads "Abigail Wilson". The script is cursive and fluid.

Abigail Wilson
Manager, State Advocacy