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**Comments to the Honorable Blaise Ingoglia, Chair, and members of the
House Commerce Committee, regarding HB 9 --- Consumer Data Privacy**

My name is Dominic M. Calabro and I am President and CEO of Florida TaxWatch, an independent, nonpartisan, nonprofit, taxpayer research institute & government watchdog which, for over 42 years, has worked to improve the effectiveness, efficiency, and accountability of Florida government and promote a fair and equitable system of taxation.

It is no surprise that we are now dealing with consumer data privacy issues as technology advancements, internet connectivity, and the ongoing digital transformation of the global economy has given way to a proliferation in data and identity-driven products and services. It is also no surprise that we are dealing with consumer data privacy at the policy level since privacy is such an important principle to Floridians that it is enshrined in the state's Constitution.

Our research team has considered the provisions included in recent proposals and has an updated economic analysis of the impact of implementing consumer data privacy in Florida. You can access our report, [Who Knows What? An Independent Analysis of the Potential Effects of Consumer Data Privacy](#), at FloridaTaxWatch.org.

Our most recent assessment indicates that the **initial cost of compliance for affected companies in Florida is estimated to be \$6.2 billion and \$21.0 billion**. Florida businesses can **also expect to pay an additional \$4.6 billion to \$12.7 billion over the next decade for ongoing compliance**. Also, given the expansive definitions and complicated processes for businesses to comply, **even a limited private cause of action could produce unavoidable legal expenses for many businesses**.

Florida TaxWatch believes that policymakers should consider ways to further refine the legislation to minimize costs, avoid the added risk of litigation, and ensure that businesses have ample time to implement the provisions.

We look forward to working with you and your colleagues on addressing any consumer data privacy policy as it proceeds through the process. Thank you for your consideration and, most of all, thank you and your family for your selfless public service to our state's taxpayers.