



June 10, 2024

The Honorable Cathy McMorris Rodgers  
Chair  
Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, D.C. 20515

The Honorable Frank Pallone  
Ranking Member  
Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Chair Rodgers and Ranking Member Pallone:

We, the undersigned organizations, are writing to share our collective view on how the *American Privacy Rights Act* (APRA) should be strengthened ahead of its full Committee markup to ensure it provides a uniform national privacy standard—which the current legislation does not do. Although our organizations have a range of views on APRA, we all agree that full preemption of state law is an essential component of any meaningful federal privacy legislative effort.

We agree with the legislation's goal of providing a uniform national privacy standard. However, as drafted, APRA falls short of creating a uniform national standard due to its inadequate federal preemption of the ever-growing patchwork of state privacy laws. Without full preemption of state laws, APRA will add to the privacy patchwork, create confusion for consumers, and hinder economic growth.

Full preemption is essential for protecting Americans' data privacy and providing an environment for American businesses to continue innovating and creating jobs. Since 2018, the rapidly growing landscape of state-level privacy laws has created a fragmented patchwork of rules and regulations. Resources that would normally go toward creating jobs, protecting consumers, and improving products and services are instead being spent on navigating these compliance challenges. According to a [study](#) by the Information Technology and Innovation Foundation, failing to pass a comprehensive and preemptive federal data privacy law will cost our economy more than \$1 trillion over ten years, with \$200 billion being paid by small businesses.

United for Privacy members have long called for the enactment of a comprehensive federal data privacy law to protect consumers and provide businesses of all sizes with certainty about their compliance responsibilities. We appreciate your leadership in prioritizing privacy legislation in the last two Congresses. We urge you to amend APRA to fully preempt all state privacy laws, and to end the privacy patchwork once and for all.

We appreciate your consideration of our perspective on this important issue.

Respectfully,

ACT | The App Association  
American Escrow Association  
American Financial Services Association  
Business Roundtable  
Computer & Communications Industry Association  
Center for American Entrepreneurship  
Chamber of Progress  
Consumer Technology Association  
Electronic Transactions Association  
Engine  
Interactive Advertising Bureau  
Information Technology Industry Council  
Marketplace Industry Association  
National Apartment Association  
National Electrical Manufacturers Association  
National Multifamily Housing Council  
NetChoice  
Software & Information Industry Association  
TechNet  
Technology Councils of North America  
U.S. Chamber of Commerce  
XR Association