



Governor Mike Dunleavy  
STATE OF ALASKA

March 30, 2021

The Honorable Louise Stutes  
Speaker of the House  
Alaska State Legislature  
State Capitol, Room 208  
Juneau, AK 99801-1182

Dear Speaker Stutes:

Under the authority of Article III, Section 18, of the Alaska Constitution, I am transmitting a bill significantly strengthening the privacy of Alaskans' personal information.

The Consumer Data Privacy Act creates a new set of consumer privacy rights to protect personal and sensitive information. The bill provides Alaskans with the right to know when businesses are collecting personal information, what information is being collected, the right to request collected personal information be deleted, and the right to prevent businesses from selling their personal information.

In 2018, it was disclosed that Facebook has shared access to users' data with other tech firms, including Amazon, Apple, Microsoft, Netflix, and Spotify. Examples given by the New York Times include allowing others' products the ability to read users' private messages and to see the names, contact details, and activities of their friends. These revelations follow a series of scandals including the Cambridge Analytica data harvest, evidence of meddling in U.S. affairs, and several data-exposing bugs. Facebook maintained they are not selling user data, but we must challenge that claim and ensure consumers can determine what is done with their personal data.

Article I, Section 22, of the Alaska Constitution provides one of the strongest individual rights to privacy in the nation. While technology continues to bring convenience and utility to our lives, those benefits can come at the expense of our personal privacy. The Consumer Data Privacy Act will help ensure Alaskans determine how their personal data is used in today's marketplace.

The Honorable Louise Stutes

March 30, 2021

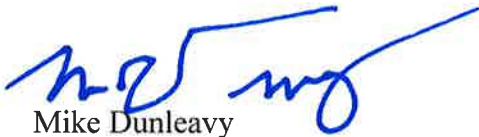
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The bill generally applies to businesses with gross revenues of \$25,000,000 or more, those that bought or disclosed personal information of 100,000 or more persons or households, or that sold the personal information of a consumer, household, or device in the last year. The bill prevents businesses from disclosing the personal information of minors under the age of 13 to a third party and from disclosing or selling the personal information of a minor older than 13 without the consent of a parent or guardian.

In addition, the bill requires data brokers to register with the Department of Commerce, Community, and Economic Development and to provide consumers a clear online link by which they can exercise their rights under this act.

I urge your prompt and favorable action on this measure.

Sincerely,



Mike Dunleavy  
Governor

Enclosure