

March 20, 2026

The Honorable Andrew Gray, Chair
House Committee on Judiciary
Alaska State Capitol
120 4th Street Rm 3
Juneau, Alaska 99801-1182

RE: HB 367 An Act relating to the privacy of consumer personal information; establishing the Consumer Personal Information Privacy Act; establishing data broker registration requirements; relating to social security numbers; making certain violations unfair or deceptive trade practices; and providing for an effective date.

Dear Chair Gray and Members of the Committee:

Thank you for the opportunity to provide comments on HB 367.

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over 4.5 million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance.

TechNet strongly supports thoughtful efforts to provide consumers with meaningful protection for their personal data. However, as currently drafted, HB 367 lacks the precision and core structural elements that have made other state privacy laws workable for consumers, regulators, and businesses. Several key provisions are unclear, and the bill does not include the types of definitions, consumer rights, and compliance frameworks that are typically necessary for effective implementation.

In contrast, the comprehensive data privacy laws enacted in twenty states generally share several foundational elements: clear and consistent definitions, core consumer rights—such as the right to access, and understand what data is being collected—and defined obligations for companies, along with clear enforcement authority, typically through the state attorney general. These components provide the clarity needed for companies to comply and for consumers to understand their rights.

TechNet has participated in the legislative development of many of these laws across the country. Based on that experience, we respectfully suggest that Alaska may benefit from taking additional time to evaluate the frameworks adopted in other states, assess how those laws are functioning in practice, and determine which approach would best serve Alaska residents and businesses.

If the legislature is interested in pursuing comprehensive data privacy legislation in the future, TechNet would welcome the opportunity to work with you and serve as a resource as

you consider those models. For these reasons, TechNet respectfully recommends that HB 367 not move forward in its current form.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rose Feliciano', with a long horizontal line extending to the right.

Rose Feliciano
Executive Director
Washington + Northwest

