

# ALASKA STATE LEGISLATURE

## Session

State Capitol, Rm. 7  
Juneau, AK 99801  
(907) 465-2435  
Fax: (907) 465-6615

## Interim

1500 W. Benson Blvd Suite 228  
Anchorage, AK 99503  
(907) 269-0120  
Fax: (907) 269-0122

Senator.Bill.Wielechowski@akleg.gov



Resources Committee

Joint Armed Services Committee

Judiciary Committee

## SENATOR BILL WIELECHOWSKI

### Sponsor Statement SB 118

#### *An Act Relating to the Disclosure of Personal Information, "Right to Know Act"*

Alaskans have a constitutional right to privacy and this right is being infringed upon daily as Alaskans use the Internet. A multitude of commercial websites and online services collect, share, and sell the personal information of Internet users. The Right to Know Act will protect the privacy of Alaskans through increasing transparency and establishing standards for businesses that collect or disclose personal digital information.

Personal digital data is an extremely valuable commodity in the modern marketplace. It is often referred to as "a digital gold mine" and major revenues are brought in by companies who trade in this digital information. Digital data is analyzed by data brokerage companies and used to categorize consumers and target marketing.

Consumers are often unaware that their personal data is collected and may not agree with this data being held, stored or sold. Individuals are deeply concerned about the security of their personal data and, according to a study by the Pew Research Center, "Roughly half of Americans do not trust the federal government or social media sites to protect their data."

Alaskans deserve to feel secure about their private information online and should have access to the types of information collected about them and how it is used.

Sensitive digital information related to a person's identity, health, beliefs, finances or personal preferences must be kept safe. There is currently no law that adequately addresses the issue of personal data security and very little oversight regarding how Internet companies can use this information. Timely legislation addressing this topic is essential since attempts at industry self-regulation and regulation by third parties have been largely unsuccessful and the data collection industry is rapidly expanding. When Alaskans become better informed of how protective of customer privacy a business is, they can make clear choices based on how a business collects and handles their personal information. SB 118 will protect Alaskans' rights and provide our citizens with the tools they need to make informed decisions about their Internet use.