

# ALASKA STATE LEGISLATURE

## House Labor & Commerce Committee



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### Sponsor Statement CSHB 159 ver G

Many states have begun to examine their constitutional and statutory requirements to protect their residents' privacy in an era that has become dominated by digital and virtual traffic. The advent of technology that can minutely track, record and transmit personal information of the consumer as well as their close contacts has exponentially increased the volume and breadth of the information that is available for commerce and personal use.

However, many consumers are unaware of the information that is being collected at any given point by websites, apps, or even third parties that they do not know exist. These companies exist in an information ecosystem that has little safeguards and scant federal regulation, and so the result is that states must take the lead in regulating and adopting commonsense safeguards. Our committee worked closely with many industries to make sure that employer-employee transactions and small businesses were protected.

This bill expands on the consumer rights enumerated in the original bill. The consumer has the right to request from a company what information the company has collected on them, what information it was used for, who it was shared, sold or disclosed to, and further request that information not be shared or disclosed, or that it be deleted. The House Labor & Commerce Committee expanded this bill to build in safeguards for optimal data collection, secondary data use, and stronger protections of minors. The result was a robust committee process that held 7 hearings and will further protect employers, employees and commerce from inadvertent coverage.