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TTY USERS CALL MAINE RELAY 711

April 24, 2019

Honorable Mark Lawrence, Senate Chair  
Honorable Seth Berry, House Chair  
Joint Standing Committee on Energy, Utilities and Technology  
Cross Building, Room 211  
Augusta, ME 04332

Senator Lawrence, Representative Berry, and members of the committee:

I am writing to express my support for LD 946, *An Act To Protect the Privacy of Online Customer Information*.

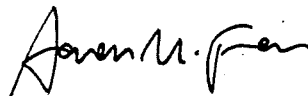
The purpose of this bill is to protect consumers of broadband internet access services from the sale or disclosure of, or access to, their personal information without their affirmative consent. It is a reasonable response to a growing concern amongst consumers that their private data is increasingly exploitable.

The state has a significant interest in protecting Maine consumers from practices that may compromise their personal data, or which place their financial well-being at risk. This interest includes ensuring that consumers are made fully aware of business practices which profit from data they may prefer to be kept private.

The bill would also appropriately prohibit coercive methods of obtaining consumer consent, including threats to deny service and threats to charge a penalty for withholding consent, or promises of discounts or other perks for giving that consent.

In a landscape where privacy seems to be eroding, it is necessary for the state to take measures to place guardrails protecting consumers. The Office of the Attorney General believes this bill is legally defensible and would vigorously defend it on behalf of Maine's consumers if necessary.

Sincerely,

  
Aaron M. Frey  
Attorney General