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Senator Carney, Representative Kuhn, and members of the Joint Standing Committee on Judiciary, my name is Jean Ginn Marvin. I am a resident of Scarborough. I am here to speak in favor of LD 1224, An Act to Comprehensively Protect Consumer Privacy. I am employed at The Nonantum Resort in Kennebunkport. We are a seasonal property open from May to December. We employ 200 employees during season and about 30 year-round.

These are challenging times in the hospitality industry. Like many industries, we are worried about who our customers will be this year. Will people be nervous about spending money and decide to stay home? Will our customers from other countries decide that they no longer want to come to the United States on vacation? So many unknowns.

I have been at The Nonantum for 27 years. I held my breath that there would be money to pay our bills and pay our staff through the recession of 2008, 9/11 and

Covid. I feel a lot of pressure during challenging financial times as it seems like nearly every person in Kennebunkport has a connection to The Nonantum. If someone doesn't directly work for us, they are our suppliers. We try to buy as much local produce and fish as we can. We also hire entertainers, florists, painters, contractors and craftspeople. The shops, the restaurants, bars and attractions like boat rides, mini golf, bowling all count on our visitors to stay alive. One of the people who owns a small shop downtown onetime commented to me that "when The Nonantum is busy we all are busy".

Our Marketing Team needs to have the latitude to set up loyalty programs and the ability to reach new customers. Our very existence requires this. I believe that LD 1224 is very clear as to what the rules will be. It is similar to the legislation in New Hampshire, Connecticut and Rhode Island. Let's not be an outlier in this important legislation.

Finally, as a former Legislator I want to thank you for your service. I remember how difficult the end of session was. Stay positive. You will be adjourning before you know it! Thank you for allowing me to speak. I am happy to take any questions.