



Testimony of Whitney A Parrish Perry

American Heart Association

In Support of LD 1822

An Act to Enact the Maine Online Data Privacy Act

May 5, 2025

Senator Carney, Representative Kuhn, and Honorable Members of the Joint Standing Committee on the Judiciary:

Thank you for the opportunity to submit comments to the committee today. My name is Whitney Parrish Perry, and I am the Director of Government Relations for the American Heart Association—the nation’s oldest voluntary and largest voluntary organization dedicated to fighting heart disease and stroke, and whose mission is to be a relentless force for a world of longer, healthier lives. AHA supports the passage of LD 1822, “*An Act to Enact the Maine Online Privacy Act.*”

We appreciate Representative Kuhn for sponsoring this bill, and for the committee’s ongoing work on the important issue of consumer data privacy. The American Heart Association supports the Legislature’s desire to establish important consumer protections and shares this goal—as such, we use industry standard security protocols to protect our donors’ and volunteers’ information and make our privacy policy readily available to the public.

Given this shared goal and AHA’s longstanding, dedicated efforts to protect donor and volunteer information, we believe it is important to maintain—and highlight the importance of—LD 1822’s exemption language, specifically pertaining to not-for-profit organizations exempt from federal income tax under section 501(c)(3) of the U.S. Internal Revenue Code. The cost of proving compliance is high, and every dollar that a public charity must devote to proving data privacy compliance is a dollar that we cannot use to further our missions.

For the American Heart Association, this means fewer dollars going toward funding cardiovascular research, setting clinical guidelines for cardiac and stroke care, and providing CPR training materials and courses that are used throughout Maine and across



the country. Moreover, when a public charity like AHA does not commercialize its data (i.e. sell it), the costs are even more painful. Donors expect their funds to support the organization's mission, not for handling consumer data requests and portability support requests. Any consumer can easily access privacy policies and charity watchdog ratings, such as the rating provided by the Better Business Bureau Standards for Charity Accountability,¹ to see how their data is used.

In closing, LD 1822 strikes a thoughtful and necessary balance between safeguarding individual data privacy and recognizing the distinct operational realities of nonprofit organizations. The bill's measured approach acknowledges that overly broad or rigid requirements risk diverting limited resources away from community impact and toward complex compliance burdens; we believe this proposal both advances critical consumer privacy rights and carefully considers the practical implications for organizations dedicated to the public good. We respectfully ask the committee to consider and support this balanced approach when evaluating any data privacy legislation that comes before it.

Thank you for your time, attention, and consideration. If you have any questions about this testimony, please do not hesitate to email me at the email address provided below.

Respectfully,

Whitney Parrish Perry, Government Relations Director

American Heart Association

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¹ BBB Wise Giving Alliance and Charity Standards may be accessed at: <https://give.org>