

March 2, 2021

Governor Ralph Northam
P.O. Box 1475
Richmond, VA 23218

Re: Support for Enactment of Virginia's Consumer Data Protection Act (SB 1392, HB 2307)

Dear Governor:

MPA – The Association of Magazine Media, recognizes the importance of privacy legislation that balances foundational consumer privacy protections with businesses' needs to operationalize the legislation's requirements. MPA writes to urge you to sign the Consumer Data Protection Act to grant Virginia residents robust consumer privacy protections and to forestall future legislation that could include enforcement language that is harmful to businesses that are operating in good faith on behalf of consumers.

MPA's membership includes more than 500 magazine media brands that span a vast range of genres across print, digital, mobile and video media. Our members provide trusted, edited and curated content that informs, inspires and entertains more than 90 percent of all U.S. adults. Virginians receive nearly 6 million magazine subscriptions, representing an average of 2 subscriptions per household. Our readers depend on our publications for reliable news and information – needed by society now more than ever. Further, magazines are an important part of the Virginia economy, and are part of the arts, sports and media industry that employs more than 50,000 people in Virginia. In addition, the magazine industry supports thousands of indirect and induced jobs in Virginia.

Magazine publishers recognize that consumers benefit from strong data privacy protections and that consumer privacy protections can be effective without inhibiting consumers' ability to connect with magazines and access content they value. The Consumer Data Protection Act strikes the right enforcement balance, empowering the Attorney General to protect all of Virginia's consumers.

MPA is concerned that future bills that amend enforcement to include a broad private right of action would have a negative impact on businesses, including magazine publishers, by creating a significant risk of damaging financial outcomes and requiring overcaution in using consumer data in useful, productive ways that consumers support, all while creating a regulatory requirement that in practice fails to provide any additional privacy protections for consumers.

We therefore request you sign the Consumer Data Protection Act.

Respectfully submitted,

Brigitte Schmidt Gwyn
President & CEO

Emily Emery
Director, Digital Policy

CC: Senator Majority Leader Richard L. Saslaw
Speaker Eileen Filler-Corn
Senator David W. Marsden
Delegate C.E. Hayes Jr.