

Magazine Media Publishers Call for Consistent Data Standards

In the absence of a federal standard, state privacy laws should promote harmonized, workable provisions that protect consumers and their data.

THE ISSUE

Magazine media publishers leverage personal data for expected, responsible business practices that benefit readers and promote newsgathering in the public interest. As states develop data protection laws, businesses need consistent and workable data requirements to fulfill their consumers' data privacy preferences.

MPA supports a robust national privacy standard to protect the data privacy of all Americans, everywhere. Absent a national privacy standard, inconsistent state laws would deny consumers clear information about their rights and make compliance difficult for businesses.

A BETTER SOLUTION

Consistent legislation, across U.S. states, that upholds the ability of news media entities to engage in expected data practices and avoid punitive actions.

Preserve commonly expected practices that sustain media and journalism. Legislative proposals should accommodate longstanding and expected practices related to first-party marketing, subscriber incentives, order fulfillment and loyalty programs. Newsgathering practices should be an explicit exception.

Harmonize proposals with laws already adopted by other states. Virginia and Colorado recently enacted measures that specify consumers' rights, clearly define unreasonable data practices, uphold consumer choice, and preserve the benefits that come from the responsible use of data.

Reject a punitive private right of action. Enforcement by the state Attorney General is highly effective. A broad private right of action provides no additional privacy protections for consumers and could be used to disproportionately penalize news media organizations through meritless, frivolous litigation.

THE TAKEAWAY

- ✓ States can ensure effective, workable data protections by harmonizing proposals with the legislation already adopted by other states.
- ✓ Readers trust magazine media publishers with their data. Consumers deserve strong, consistent data protections that support responsible first-party data practices.

Magazine Media Delivers

Valued & trusted content

- ✓ Content that is researched, curated and edited.
- ✓ Readers value our educational, cultural, scientific, and informational content, in long-form articles and on digital platforms.

Diverse & multigenerational connections

- ✓ Read by more than 90% of U.S. adults across all age groups and demographics, including 18-25.
- ✓ A 1.5 billion audience across all its platforms – digital, mobile, video and print.

Commitment & investment to our communities

- ✓ More than 240,000 U.S. jobs supported with an annual average wage of more than \$98,000.
- ✓ Trusted, long-standing first party relationship based on respect and transparency for our readers.
- ✓ Partner in environmental stewardship, using bio-degradable, recyclable and certified materials.