June 2, 2026

The Honorable Brett Guthrie
Chair
House Energy and Commerce Committee
2125 Rayburn House Office Building
Washington, DC 20515

The Honorable Frank Pallone
Ranking Member
House Energy and Commerce Committee
2125 Rayburn House Office Building
Washington, DC 20515

The Honorable Gus Bilirakis
Chair
House Energy and Commerce, Commerce, Manufacturing and Trade Subcommittee
2306 Rayburn House Office Building
Washington, DC 20515

The Honorable Jan Schakowsky
Ranking Member
House Energy and Commerce, Commerce, Manufacturing and Trade Subcommittee
2408 Rayburn House Office Building
Washington, DC 20515

Re: Statement for the Record in Support of H.R. 8413, the SECURE Data Act

Dear Representatives Guthrie, Pallone, Bilirakis, and Schakowsky:

Privacy for America is a coalition of trade organizations and companies representing a broad cross-section of the American economy. Our membership includes entities in the travel, hospitality, media, entertainment, retail, financial services, advertising, data services, and market research industries, as well as many others. We thank you for holding a hearing on H.R. 8413, the Securing and Establishing Consumer Uniform Rights and Enforcement over Data Act (hereinafter referred to as the "SECURE Data Act" or "bill"). Privacy for America appreciates the Committee's work to advance a serious, practical, and durable national privacy law. The Committee's work and the bill it developed reflect what consumers, businesses, regulators, and policymakers across the country already understand: Consumers in America need meaningful privacy protections, and Congress must pass a comprehensive national privacy law. We highlight in this letter why Congress should act now to advance the bill.

A national privacy law is urgently needed. Today, privacy protections depend too heavily on where a person lives. Residents of many states already have access to rights to know, access, correct, delete, port, and opt out of certain data practices. But right now, millions of Americans in other states are left without comparable protections. If this framework is working to protect Americans in nearly half of the country, it should be extended to everyone in the country. Privacy should not be dependent on geography, and companies should not be forced to navigate a growing patchwork of overlapping and increasingly inconsistent obligations. A single federal privacy standard gives consumers strong protections and businesses clear rules.

The SECURE Data Act reflects the consensus approach to protecting consumers' privacy that has emerged across the states. Over the past several years, states have enacted comprehensive privacy laws that share a common architecture. Building on the proven foundation established by states, the SECURE Data Act does not start from scratch. Instead, it takes the consensus framework that worked and makes it available nationwide.

The SECURE Data Act recognizes that strong privacy protections and responsible data use are not opposing goals. Data powers essential services consumers rely on every day, including fraud prevention, cybersecurity, customer support, research, analytics, personalization, accessibility, and advertising. A national privacy law should protect consumers from harmful or unexpected uses of data without preventing businesses from providing the services consumers request and expect. That balance is especially important in advertising, which is not merely a business model but a key part of the modern economy. Responsible, data-driven advertising helps businesses of all sizes reach customers, funds low-cost or no-cost online services that consumers value and drives down prices through competitive markets. At a time of growing affordability pressures, Congress should avoid rules that unintentionally increase costs, reduce competition, or make it harder for small and emerging businesses to reach consumers. The SECURE Data Act strikes the right balance by providing meaningful transparency and empowering consumers with opt-out rights while allowing responsible advertising and other vital data practices to continue.

Privacy for America strongly supports the bill's recognition of codes of conduct as an effective method for privacy enforcement. Once Congress passes a law, implementation and enforcement requires more than statutory text; it requires workable implementation standards that can be understood, implemented, audited, and updated as technology evolves. Codes of conduct can translate legal requirements into practical compliance programs, promote accountability across sectors, independently enforce those standards, and help regulators identify bad actors. By providing for independent administration and enforcement, government certification, public-facing commitments, and referral to the FTC or state attorneys general where appropriate, the bill creates an innovative mechanism to improve compliance and strengthen enforcement.

H.R. 8413 would establish the right enforcement model to protect consumers. The bill preserves a central role for state attorneys general, who have long been important privacy and consumer protection enforcers, while adding federal enforcement by the Federal Trade Commission. That combination gives the law both national consistency and state accountability. Just as important, the bill reflects the state consensus against creating a broad private right of action. Privacy law should be enforced by public authorities with expertise, discretion, and accountability and not through endless lawsuits that can produce inconsistent outcomes and abusive litigation, without improving consumer protection.

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The Committee has done the hard work of listening, identifying common ground, and producing a bill that reflects the mainstream of American privacy law. Now Congress should pass it. Privacy for America urges the Committee to advance H.R. 8413 and move comprehensive federal privacy legislation toward enactment.

Sincerely,
Privacy for America

CC: Representative John Joyce, M.D., Vice Chair of the Energy and Commerce Committee
Members, House Commerce, Manufacturing and Trade Subcommittee