

IEEE Baltimore Section Statement of Support
of
Maryland Senate Bill 11

Maryland Online Consumer Protection and Child Safety Act

The IEEE (Institute of Electrical and Electronics Engineers) Baltimore section represents over 3,000 engineers and allied technical professionals engaged in the promotion and creation of technology for all society. We are well aware of the power of engineering, as well as its potential detrimental effect on society if not managed properly.

We believe in the safety of our personal data and the safety of our children in this age of the internet. We support regulating businesses' collection and use of consumers' personal information; establishing the right of a consumer to receive information regarding collection practices; empowering individuals to have their personal information deleted by a business; prohibiting the disclosure of personal information by a business; and requiring businesses to provide 7 certain notices to consumers and include certain information in online privacy policies – all key parts of SB11

Therefore, we wholeheartedly support SB 11, the Maryland Online Consumer Protection and Child Safety Act.

This is consistent with the IEEE-USA Position on *Digital Personal Privacy, Awareness, and Control*. IEEE-USA supports strengthening laws and regulations protecting individual digital privacy in this era of big data, analytics, and artificial intelligence. Members of the Baltimore Section of IEEE agree.

The U.S. has fewer restrictions on the collection, use, and possible abuse of personal information than many other countries, including those in the European Union.

Advances in information technologies have created situations where U.S. citizens are largely unaware of the extent and scope to which their personal data is being collected, how it is being used, and who is applying that data to influence their, or others', actions.

It is the IEEE-USA's and IEEE Baltimore Section's belief that Congress and regulatory agencies should adopt and implement laws, regulations, and processes that significantly increase the digital privacy protections of U.S. citizens. But if Congress doesn't act, then the Maryland legislature will need to step up to protect our state's children from the misuse of on-line personal data.

Threats to Americans' digital privacy abound. Physical identification methods like facial recognition, voice recognition, smart" devices, and electronic identifiers are used to track individuals. Digital sources, including online data collection, data analytics, compromised communications, and physical identification methods can be used to build a comprehensive picture of an individual. This understanding may then be used to identify personal vulnerabilities, manipulate individuals, steal identities, and otherwise exploit or harm individuals, all with little or no disclosure of the collectors' intentions or identity. These vulnerabilities are especially acute with children, who lack understanding of the technology and the sophistication required to recognize and resist manipulation

Please count on the support of IEEE Baltimore Section Leadership in the passage of the Maryland SB11.