



**FLOOR ALERT  
SB 327 (JACKSON) - OPPOSE**

May 18, 2017

TO: Members, California State Senate

FROM: California Chamber of Commerce  
 Advance Medical Technology Association  
 Alliance of Automobile Manufacturers  
 Association for Unmanned Vehicle Systems International  
 Association of Home Appliance Manufacturers  
 Association of National Advertisers  
 California Automotive Business Coalition  
 California Cable and Telecommunications Association

California Manufacturers and Technology Association  
California Retailers Association  
Civil Justice Association of California  
Computing Technology Industry Association - CompTIA  
Consumer Technology Association  
CTIA – The Wireless Association  
Data and Marketing Association  
Entertainment Software Association  
Internet Coalition  
Internet Association  
National Electrical Manufacturers Association  
Retail Industry Leaders Association  
Security Industry Association  
Self-Driving Coalition for Safer Streets  
State Privacy and Security Coalition  
TechNet  
Toy Association

**SUBJECT: SB 327 (JACKSON) INFORMATION PRIVACY: CONNECTED DEVICES  
OPPOSE – AS AMENDED MARCH 20, 2017**

The California Chamber of Commerce and the above organizations **STRONGLY OPPOSE SB 327**. This bill places unworkable, unnecessary and ineffective mandates on devices that connect to the Internet.

**SB 327 is unworkable.**

**SB 327** would require manufacturers of connected devices to reengineer virtually every device sold in California. The bill requires all personal Internet connected devices to provide users with a visual, auditory or other warning when it is collecting information and the bill requires consumer consent for the collection of information. Today, many devices are not designed with this functionality because the collection of information is inherent to these devices. Ongoing notifications would be annoying at best and may interfere with the operation of the device. **SB 327** also requires notice on the packaging of connected devices that is more likely to confuse customers than help them make informed decisions about their purchase.

**SB 327 is unnecessary.**

There are federal and state laws that cover these devices so the requirements in **SB 327** are not necessary to provide protections to California residents. Existing law already requires manufacturers to implement reasonable privacy protections appropriate to the nature of the information they collect. Additionally, California's Online Privacy Protection Act was the first state law in the nation to require websites to post their privacy policies.

**SB 327** may also be in conflict with the Children's Online Privacy Protection Act (COPPA), which gives parents control over what information can be collected from their children. COPPA covers a broad range of personal information and it preempts state laws that are inconsistent with its provisions, but the law allows for enforcement by state Attorneys General.

**SB 327 is ineffective.**

Because of the plethora of disclosures and warnings mandated by **SB 327**, consumers will be inundated by the information they receive and may ultimately ignore the warnings and protections they most need to see.

**Everyday in California, new Internet connected devices are being developed to improve people's health, help the environment and save lives. SB 327 will impede the creation of these devices without providing benefits to consumers. VOTE NO ON SB 327!**

cc: The Honorable Hannah-Beth Jackson  
Tom Dyer, Office of the Governor  
Mike Petersen, Senate Republican Caucus  
Senate Floor Analyses  
Margie Estrada Caniglia, Senate Judiciary Committee  
District Offices, Members, California State Senate