



March 10, 2021

The Honorable Suzan DelBene  
U.S. House of Representatives  
Washington, DC 20515

Dear Rep. DelBene:

The National Retail Federation applauds your leadership in introducing the Information Transparency & Personal Data Control Act. This legislation meets many of the key principles NRF has long-supported for federal privacy legislation. It would establish a uniform, national standard that protects consumer data wherever it is used. Further, it provides protections for consumers that all businesses handling consumers' data must honor, consistent with consumers' expectations. The Act also avoids the pitfalls of past federal privacy bills that exempted many other businesses from meeting the same standards that applied to Main Street businesses.

NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and internet retailers from the United States and more than 45 countries. Retail is the nation's largest private-sector employer, supporting one in four U.S. jobs — 52 million working Americans. Contributing \$3.9 trillion to annual GDP, retail is a daily barometer for the nation's economy.

We look forward to working with you and your staff as the bill moves forward in Congress to improve the legislation in a few specific areas, including the provisions regarding privacy audits and the definition of sensitive personal information, to ensure that they are tailored appropriately so that businesses of all sizes and sophistication are able to comply with the technical and operational requirements to fulfill their respective obligations under the bill.

Thank you for your leadership and attention to these important issues. The principles embodied by this legislation are critical to ensuring enactment of a balanced federal privacy law that benefits consumers and businesses alike. By standardizing comprehensive privacy rules, the Act protects consumer data no matter where a consumer lives or which business handles the data.

Sincerely,

David French  
Senior Vice President  
Government Relations