

2021 Regular Session

SENATE RESOLUTION NO. 188

BY SENATOR REESE

CONSUMERS/PROTECTION. Requests the Joint Legislative Committee on Technology and Cybersecurity to study the impacts of the buying, selling, and usage of consumer data transactions.

1 A RESOLUTION

2 To urge and request the Joint Legislative Committee on Technology and Cybersecurity to
3 study the impacts of the buying, selling, and usage of consumer data transactions and
4 submit a written report of its findings to the Senate Committee on Commerce,
5 Consumer Protection and International Affairs not later than sixty days prior to the
6 beginning of the 2022 Regular Session of the Legislature of Louisiana.

7 WHEREAS, online consumer activity has experienced exponential growth in activity
8 over the last several years, with an increase of seventy percent prior to COVID-19
9 pre-pandemic activity; and

10 WHEREAS, more than eighty percent of Americans are online every day, with
11 twenty-eight percent of Americans claiming they are constantly online, and forty-five
12 percent stating they are online several times a day; and

13 WHEREAS, companies use consumer data to track their activity patterns, including
14 click-based history, purchase orders, advertisement, interactions, and these companies then
15 sell the consumer user's data to third party companies; and

16 WHEREAS, nearly fifty percent of consumers feel they have little to no control of
17 their personal data, and the vast majority of consumers believe they should be able to opt out
18 of the sale of their data.

1 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
 2 does hereby urge and request the Joint Legislative Committee on Technology and
 3 Cybersecurity to study the impacts of the buying, selling, and usage of consumer data
 4 transactions and submit a written report of its findings to the Senate Committee on
 5 Commerce, Consumer Protection and International Affairs not later than sixty days prior to
 6 the beginning of the 2022 Regular Session of the Legislature of Louisiana.

7 BE IT FURTHER RESOLVED, that the Joint Legislative Committee on Technology
 8 and Cybersecurity shall examine the issues of data privacy legislation that has been passed
 9 by other states across the country, including Virginia's Consumer Data Protection Act.

10 BE IT FURTHER RESOLVED, that the study shall include proposed legislation and
 11 a review of the enforcement costs and the resources necessary to effectively regulate and
 12 enforce such proposals.

13 BE IT FURTHER RESOLVED, that the Legislature of Louisiana requests the Joint
 14 Legislative Committee on Technology and Cybersecurity to solicit input, information, data,
 15 recommendations, and advice from the Department of Economic Development, the Office
 16 of Technology Services, Division of Administration, the Department of Justice, and any
 17 other interested person, agency, entity, or stakeholder.

The original instrument and the following digest, which constitutes no part
 of the legislative instrument, were prepared by Beth O'Quin.

SR 188 Original	DIGEST 2021 Regular Session	Reese
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Requests the Joint Committee on Technology and Cybersecurity to study the impacts of the buying, selling, and usage of consumer data transactions and submit a written report of its findings to the Senate Committee on Commerce, Consumer Protection and International Affairs not later than 60 days prior to the beginning of the 2022 R.S.