

SENATE RESOLUTION NO. 188

BY SENATOR REESE

A RESOLUTION

To urge and request the Joint Legislative 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 sixty days prior to the beginning of the 2022 Regular Session of the Legislature of Louisiana.

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

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

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

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

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby urge and request the Joint Legislative 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 sixty days prior to the beginning of the 2022 Regular Session of the Legislature of Louisiana.

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

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

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

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PRESIDENT OF THE SENATE