



# RETAILERS CALL ON CONGRESS TO PASS COMPREHENSIVE FEDERAL PRIVACY LEGISLATION

## RETAILERS USE CUSTOMER DATA TO BENEFIT CUSTOMERS

Despite the rapid transformation of the retail ecosystem, our members' core business remains straight forward – to sell products and services to customers. To do so, retailers have always sought to know their customers well in order to serve them better.

While methods and technologies may have changed, leading retailers are guided by this simple purpose: to better serve customers. It is why we care so deeply about the national conversation on privacy we are having today.

## RETAILERS SUPPORT A PRAGMATIC APPROACH TO PRIVACY

RILA believes that a federal privacy framework should be designed to protect consumers and provide clear rules of the road for individuals, businesses, and the government.

Retailers' guiding principle on consumer privacy is that data should be used responsibly to benefit customers. We encourage policymakers to be guided by that principle when considering the practical impact a privacy framework will have on consumers.



## 6 Critical Elements To A Pragmatic And Workable Approach To Privacy At Scale:

- 1 Customers should have reasonable control, access, correction, and deletion rights of their personal information.
- 2 Preemption of state laws to set clear expectations for all consumers and reduce state-level burdens on interstate commerce.
- 3 Accountability for every sector within the data ecosystem by enshrining responsibilities to consumers in law.
- 4 A risk-based approach to privacy is essential. Critical to this approach is a precise and targeted definition of personal information.
- 5 Create incentives like safe harbors for good faith actors to go beyond baseline privacy requirements.
- 6 Retailers support fair, consistent, and equitable enforcement of privacy laws by an empowered Federal Trade Commission and State Attorneys General.