



September 28, 2021

The Honorable Maria Cantwell  
U.S. Senate Committee on Commerce,  
Science, and Transportation  
Washington, DC 20510

The Honorable Roger Wicker  
U.S. Senate Committee on Commerce,  
Science, and Transportation  
Washington, DC 20510

Dear Chair Cantwell and Ranking Member Wicker:

The National Retail Federation applauds the Senate Commerce Committee's holding of a hearing entitled "Protecting Consumer Privacy" on September 29, 2021. To protect American consumers and their information comprehensively, we urge the Committee to move forward with privacy legislation and not leave this important work to the Federal Trade Commission alone without a clear statutory framework adopted by Congress.

NRF, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs — 52 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

Federal privacy legislation is necessary to establish uniform, national standards that protect all Americans' personal information wherever it is collected and used, regardless of the state where a consumer resides or a business is located. Further, federal legislation should protect consumers by applying equivalent data privacy requirements to *all* businesses handling their personal data, consistent with consumers' expectations, and thereby avoid the pitfalls of privacy bills that exempt service providers, third parties and financial institutions from meeting the same standards that apply to Main Street businesses that are serving consumers. Such exemptions would create loopholes that leave Americans unprotected while providing them a false sense of security that all businesses are federally required to protect their data privacy to the same extent. Finally, it is critically important for American commerce that Congress act to establish a clear framework that embodies the Main Street [privacy principles](#) we strongly support.

We look forward to working with you on bipartisan data privacy legislation.

Sincerely,

A handwritten signature in black ink, appearing to read "David French", written in a cursive style.

David French  
Senior Vice President  
Government Relations