

OPPOSE SB 470— IT HARMS SMALL ARKANSAS BUSINESSES WHO DEPEND UPON ONLINE MARKETPLACES

Under SB 470, every time a small business goes online to sell second-hand furniture or handmade jewelry, it will now be required to provide personal information:

- Full name and physical address
- Phone number
- Government-issued ID
- Bank account information

Under SB 470, an online marketplace would have to disclose other sellers listing the same product. This helps the largest retail players stamp out small business competitors— through new regulation.

- A small Arkansas seller who has cultivated loyal customers for their online store could lose those buyers to larger competitors offering the same product.

Arkansas SB 470 is a bad deal for Arkansans and would put small businesses at risk online.

SB 470 gives Big Retail another advantage against small sellers— claiming CONSUMER PROTECTION for what is actually COMPETITION PREVENTION.