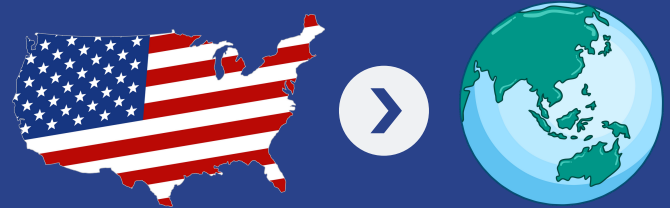


NetChoice

Florida's Proposed Advertising Regulations Will Hurt Small Businesses the Most

FL SB 262 will cloud up Florida's small businesses, economy and consumer choice.



Small businesses in Florida will pay more for online ads than their out of state competitors.

Overregulating personalized ads means that Florida's businesses will quite literally pay the price to reach the audiences they need.

It will benefit foreign competitors at the expense of American innovators.

SB 262 unfairly disadvantages home-grown tech to the benefit of foreign tech companies looking to gain more influence in Florida.



The bill's "privacy standards" are unclear, and such regulations will obstruct small business growth.

SB 262 outlines vague, broad rules that will make it difficult for Floridians and small businesses to easily understand and navigate, requiring them to spend on compliance attorneys instead staff and customers.

Florida's online publishers will suffer from decreased advertising revenue, as digital advertising becomes more expensive and less effective.