

Chicago: **REJECT** the Social Media Amusement Tax

This proposed tax significantly harms Chicago residents and their businesses, forces invasive data collection, and is illegal.

1

It harms Chicago residents & small businesses

The proposed tax harms Chicago residents by increasing costs for services and/or reducing access to digital services if they exit the market. This simultaneously hurts small businesses, including restaurants, auto dealers, and community organizations, by increasing costs or limiting access to vital online marketing and communication tools.

2

It mandates invasive data collection

The tax forces online services to track and verify the residential addresses of Chicago users to determine tax liability, compelling far more personal data collection than currently occurs or than users have consented to provide. This increased data collection requirement runs counter to the city's and the state's commitment to protect residents' privacy and could conflict with existing Illinois privacy laws such as BIPA.

3

It violates federal law and discriminates against protected rights

It violates the Permanent Internet Tax Freedom Act by exclusively targeting digital services while exempting comparable non-digital social venues. It also defies the First Amendment by singling out media companies based on audience size. Courts have struck down comparable taxes because of similar discrimination.

Tell the Chicago City Council to say NO to the Social Media Amusement Tax to protect Chicagoans online!

NetChoice

