

**Support for SB 17-238, which would repeal serious privacy problems inherent in a law passed in 2010 and scheduled to take effect in July 2017.**

**Here are selected statements supporting this legislation.**

 <p><b>AMERICAN CATALOG MAILERS ASSOCIATION</b></p>	<p>Colorado has an unusual tattletale reporting law scheduled to go into effect later this year. This measure will prove highly unpopular with Coloradans when they start to understand the full implications of what is happening absent legislative action to address the most egregious portions of this bill. Consumers simply do not want their personal transaction history to be shared with “Big Brother” when it may include some embarrassing or highly private information.</p> <p>The American Catalog Mailers Association strongly supports modifying the tattletale reporting provision so as to strike the requirement to divulge personal and sensitive information to government bureaucrats.</p>
	<p>SB 17-238 would repeal serious privacy problems inherent in a law passed in 2010 and set to take effect later this year.</p> <p>Repeal the law’s privacy problems now –before Coloradans realize the state is collecting personal data that polling shows they overwhelmingly see as an invasion of privacy. And before other states adopt similar laws to assault Colorado businesses that sell online.</p>
 <p><b>Electronic Retailing Association</b> <i>Leaders in Direct-to-Consumer Commerce</i></p>	<p>We have followed the developments and progression of Colorado’s sales-tax tattletale law for six years, and it is clear that real privacy concerns will arise when the state begins collecting data on consumer health issues, political leanings and sexual orientation.</p> <p>That is why we urge serious consideration and prompt approval of Senate Bill 17-238. Residents of Colorado deserve better and this bill is an opportunity for state leaders to do the right thing. It is time to resolve the negative and unexpected consequences of the sales-tax tattletale law scheduled to go live this summer.</p>
	<p>We regard Overstock’s customer transaction data as some of the most sensitive in the world. Thus, we employ costly and highly advanced technical measures to prevent unlawful access. But when states pass unwise bills, forcing us to turn over the very data we work hard to protect, all that goes out the window and all bets are off.</p>
 <p><b>National Taxpayers Union</b></p>	<p>National Taxpayers Union strongly urges Colorado lawmakers to protect consumer privacy by passing SB 17-238, which would block the state's "tattletale" law.</p> <p>If this provision is allowed to take effect, it would impede commerce, expose individuals' private information, and be detrimental to taxpayers.</p>
	<p>Americans for Prosperity supports Senate Majority Leader Holbert's attempt to protect the privacy of Colorado citizens with SB 238. Let's repeal this law's privacy problems NOW, before Coloradans realize the state is collecting personal data that polling shows they overwhelmingly see as an invasion of privacy.</p>



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In addition to trying to shakedown more money from hard working taxpayers, consumer privacy is under serious threat in Colorado with the sales-tax tattletale law scheduled to go into effect in just a few months. The law would compel businesses to report Colorado residents' purchases to the Department of Revenue.

The good news is that some lawmakers have recognized these concerns and have offered Senate Bill 17-238, which would preserve the privacy of Colorado consumers and ensure that the state government does not force businesses to violate the trust they have with their customers.



Colorado's 2010 "Tattletale" Reporting Law, which had been put on hold by the Courts but is now set to take effect later this year, poses significant and unreasonable intrusions into the privacy of consumers that buy products from out of state catalog or online companies. Polling has shown that Colorado residents are very concerned about these issues. Our companies strongly support passing Senate Bill 17-238, which would repeal some of the more invasive aspects of the 2010 law and limit the type of sensitive and very personal information that out of state companies would otherwise have to provide about our customers to the government in Colorado.



It's bad enough that the Colorado tattletale law would have the government unnecessarily collect sensitive information about residents. Worse, the law has no plan to keep the data safe from criminal hackers, foreign governments, or other malicious actors. Government agencies have a shoddy record, to say the least, of keeping information safe from data breaches. Let's not leave it up to chance. SB 17-238 would repeal dangerous reporting requirements to protect the privacy and cybersecurity of Colorado shoppers.