

State Privacy and
Security Coalition, Inc.

NetChoice



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The Voice of the Innovation Economy

January 31, 2017

Honorable Caleb Rowden
Missouri State Senator
201 W. Capitol Avenue
Jefferson City, MO 65101

Re: Missouri Senate Bill 316, Relating to Password Protection

Dear Senator Rowden:

Our associations represent hundreds of companies and individuals that use the internet to conduct business. Membership encompasses those in ecommerce, information technology, networking, high technology manufacturing, clean energy, life sciences, social networking, media, education and the sharing economy. We are committed to advancing public policy and private sector initiatives that keep the U.S. the most innovative country in the world.

We would like to express support for Missouri SB 316, relating to password protection. The bill would define the rules governing employer, educational institutions, and landlords' access to employee, student, and tenants' personal online accounts. It represents a model social media privacy law, which our organizations worked together to write.

SB 316 would prohibit employers, educational institutions, or landlords from *compelling* the individuals covered by the bill from adding them to a social media contact list, but would allow *requests* to do so. This is a valuable change in light of the way businesses communicate with employees, customers, and the general public today. Many businesses post updates and offers or specials on social media, for example, and it is reasonable that the employer would invite employees to add the employer to their list of contacts.

Second, employers, educational institutions, and landlords must be able to ensure compliance with all applicable laws and regulatory requirements, in addition to prohibitions against work-related employee misconduct. The bill, as amended, would allow for that. It would allow employers to request that an employee share specific content regarding a personal account for these limited purposes.

The bill strikes an appropriate balance of protecting employee, student, and tenant privacy while leaving room for employer practices to protect employers' networks, systems, and proprietary information. SB 316 addresses a real – and not simply theoretical – harm, and it is imperative to enact these privacy protections now.

We thank you for addressing this important issue and urge you to support SB 316. We would be happy to discuss the bill further, at your convenience.

Respectfully,



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