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April 20, 2023

Senate Rules Committee
Florida Senate
400 South Monroe Street
Tallahassee, FL. 32399

Dear Senator,

On behalf of the 156,139 members and supporters of the Council for Citizens Against Government Waste (CCAGW) in Florida, I urge you to oppose [SB 262](#), which would amend the Florida Deceptive and Unfair Trade Practices Act by adding consumer data privacy provisions relating to data collection for use in online or digital advertising.

While we understand the desire to protect Floridians' personal information, this legislation, which establishes unprecedented, onerous restrictions on targeted advertising, will harm both consumers and small businesses by making it nearly impossible for these businesses to provide their customers with the products and services they want. Rather than continuing to attract businesses and families to the state, the bill would not only deter them from coming but also likely cause existing businesses to leave for states where these restrictions are not in place.

As noted in a March 31, 2023, blog [post](#), if SB 262 "is enacted into law, consumers would see fewer ads for products that they have previously purchased, local publishers already having difficulty surviving online would see a drop in digital advertising revenue, and small businesses would find it harder and more expensive to reach customers online, threatening their ability to thrive and grow." The blog post also cited the comments of Alexander Fedorowicz, the owner of Miami-based skin products company ORxLabs, who [described](#) the adverse impact enactment of SB 262 would have on his business in a March 27, 2023, *Florida Politics* op-ed. He wrote, "Digital advertising ... is how we connect with new customers and grow. These platforms are affordable, easy to use, and a big part of our success. ... Digital ads help us compete and win against gigantic global beauty brands with almost unlimited advertising budgets."

SB 262 is unnecessary, damaging, and should not be enacted. Again, we urge you to vote against this bill to help maintain Florida's lead in attracting millions of Americans to its weather and business-friendly environment and avoid making the state more like California.

Sincerely,

Tom Schatz