

CHAMBER OF COMMERCE  
OF THE  
UNITED STATES OF AMERICA

TOM QUAADMAN  
EXECUTIVE VICE PRESIDENT  
U.S. CHAMBER OF COMMERCE

HAROLD KIM  
PRESIDENT  
U.S. CHAMBER INSTITUTE  
FOR LEGAL REFORM

March 1, 2021

The Honorable Ralph S. Northam  
Governor of Virginia  
P.O. Box 1475  
Richmond, Virginia 23218

Dear Governor Northam:

The U.S. Chamber of Commerce and the U.S. Chamber's Institute for Legal Reform applaud Senator David Marsden and Delegate Cliff Hayes for their leadership by sponsoring the Consumer Data Protection Act ("CDPA"). Data is used for societally beneficial purposes such as research, fraud protection, financial inclusion, public safety, and improving health outcomes.<sup>1</sup> The data-driven economy is helping keep the "digital lights" on for many businesses during COVID-19 pandemic, and it is imperative that consumers trust their privacy is protected.

Although the Chamber views it as urgent that Congress enact national privacy legislation that protects all Americans equally, we support the framework established in the CDPA. The Act, while not perfect, represents a good model for regulatory certainty for citizens and businesses in the Commonwealth because it gives consumers clearly identifiable privacy rights and strikes the right balance on enforcement.

We look forward to working with you to ensure that Virginia continues to protect consumer privacy and promote innovation.

Respectfully Submitted,



Tom Quaadman  
Executive Vice President  
U.S. Chamber of Commerce



Harold Kim  
President  
U.S. Chamber Institute for Legal Reform

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<sup>1</sup> *Data for Good and the Need for a National Data Strategy*, Chamber Technology Engagement Center (Oct. 2020) available at [https://americaninnovators.com/wp-content/uploads/2020/10/CTEC\\_TechUpgrade\\_Data\\_.pdf](https://americaninnovators.com/wp-content/uploads/2020/10/CTEC_TechUpgrade_Data_.pdf); *Data for Good: Promoting Safety, Health, and Inclusion*, Chamber Technology Engagement Center (Jan. 2020) available at [https://americaninnovators.com/wp-content/uploads/2020/01/CTEC\\_DataForGood\\_v4-DIGITAL.pdf](https://americaninnovators.com/wp-content/uploads/2020/01/CTEC_DataForGood_v4-DIGITAL.pdf).