



The Cable Telecommunications Association of New York, Inc.

Cable Telecommunications Association of New York Written Testimony Regarding the Joint Senate Hearing on Protecting Consumer Data and Privacy on Online Platforms

Thank you for the opportunity to provide written testimony on a topic that is important to CTANY member companies and its subsidiaries.

CTANY member companies employ more than 20,000 New Yorkers and generate hundreds of millions in taxes and fees for New York State and its municipalities annually. Our members have invested in state of the art Communications networks to bring some of the highest ubiquitous broadband speeds in the country to New Yorkers, exceptional 4K video, and advanced voice services.

New York's leading broadband service providers enthusiastically support the need to protect consumer privacy regardless of where consumers go on the Internet. CTANY member companies adhere to federal regulations and guidelines concerning privacy, working under the comprehensive and standardized FTC requirements to protect our customers' personal information. We have ongoing, direct relationships with our customers and so our subscription-based business models rely on establishing good will and trust to maintain those relationships. We recognize and respect consumer calls for privacy and agree that it is essential to a positive consumer-provider relationship.

Any additional rules to protect consumer privacy must be consistent with the following core principles:

- *Consistency.* Consumers are best served by privacy laws that protect their data, regardless of who collects, uses, or discloses it. Privacy rules must be technology neutral should apply to all companies operating in the Internet ecosystem. This includes not just Internet Service Providers, but also all the entities that collect data on the Internet such as search engines, social media Apps, e-commerce and other websites, and data brokers. Personal data should not be treated differently based on the business model of the entity collecting it, and on business model or industry should not be places at a disadvantage over another because inconsistency harms consumers. Different policies that lead to inconsistent protections such as industry-specific laws like ISP-only regulation create confusion and erode consumers' confidence in their interactions online and do not do enough to protect consumers.
- *Control.* Consumers should be empowered to control the collection, use, and distribution of their personal information.
- *Transparency.* Consumers should be provided with clear and specific information necessary to make informed decisions about a company's data policies and practices in relation to the consumer's personal information. This information should be presented in a manner that is clear, concise and readily available.
- *Security.* There can be no privacy without reasonable and up-to-date security measures to protect against unauthorized access to personal information. Strong data security practices should include reasonable administrative, technical, and physical safeguards aligned with the types of information that collected and maintained by businesses.

CTANY member companies believe any additional privacy regulation are best done at the federal level. Congress is actively considering a uniform privacy framework. A federal solution promotes consistency and consumer protection by applying one set of rules across the country to all actors in the internet ecosystem.

But should New York decide to pursue its own data privacy and security legislation, that legislation should adhere to these principles to adequately protect the privacy interests of New Yorkers. In pursuing comprehensive legislation, the state should solicit stakeholder feedback well in advance to put in the substantial work necessary to get privacy right. These are complicated issues that require careful analysis to avoid unintended consequences and the best way to ensure proper implementation of privacy laws is to work with the industry, which is committed to protecting consumers online.

New York's leading Internet service providers have a long history of working with legislators and consumer advocates to best protect the interest of their customers. We stand ready to work with all stakeholders over the next several months, should New York wish to pursue privacy legislation.

CTANY member companies will continue to make consumer privacy paramount and we strongly support a consistent and uniform approach to consumer privacy.