



January 20, 2022

The Honorable Elizabeth “Liz” Brown
200 West Washington Street
Indianapolis IN 46204

Dear Senator Brown:

BSA | The Software Alliance¹ supports a strong, national privacy framework that provides all consumers with meaningful rights over their personal data and ensures businesses, large and small, are accountable for processing personal data in line with consumers’ expectations. We commend your ongoing efforts to protect Indianians’ consumer data privacy rights and would appreciate the opportunity to meet with you to share our perspective and recommendations to strengthen the bill.

BSA | The Software Alliance is the leading advocate for the global software industry, domestically and globally. Our members are business-to-business companies that create the technology products and services that power other companies. They provide tools for businesses of all size including cloud storage services, customer relationship management software, human resources management programs, identity management services, and remote collaboration software. These enterprise software companies are in the business of providing privacy-protective technology products. BSA members recognize that they must earn consumers’ trust and act responsibly with their personal data, and their business models do not depend on monetizing consumers’ data.

In BSA’s advocacy at the federal and state levels of government, we work to advance legislation that ensures consumers’ rights over their personal data – and the obligations imposed on businesses – function in a world where different types of companies play different roles in handling that data. At the state level, we have advocated for strong privacy laws in a range of states, including Colorado and Virginia’s recently enacted laws.

BSA would welcome the opportunity to discuss our recommendations on this important piece of consumer privacy legislation with you and your staff at your earliest convenience. Thank you for your commitment to establishing strong consumer privacy protections in Indiana.

¹ BSA’s members include: Adobe, Atlassian, Alteryx, Autodesk, Bentley Systems, Box, CNC/Mastercam, CrowdStrike, DocuSign, Dropbox, IBM, Informatica, Intel, MathWorks, Microsoft, Okta, Oracle, PTC, Salesforce, SAP, ServiceNow, Shopify, Siemens Industry Software Inc., Splunk, Trend Micro, Trimble Solutions Corporation, Twilio, Workday, Zendesk, and Zoom Video Communications, Inc.

Sincerely,

A handwritten signature in blue ink that reads "Tom Foulkes". The signature is written in a cursive style with a large, prominent "T" and "F".

Tom Foulkes
Senior Director, State Advocacy