



March 21, 2022

The Honorable Lena Gonzalez
1021 O Street, Suite 7720
Sacramento, CA 95814

Dear Senator Gonzalez:

BSA | The Software Alliance¹ would like to commend you for authoring SB 1216, which would create a Deepfake Working Group under the Secretary of the Government Operations Agency to address the risks, impacts, and legal implications of digital deepfakes.

The proliferation of deepfakes and misinformation continue to increase at an alarming rate, and the public policy solutions to protect California residents, businesses, and government institutions remain unclear. Policy solutions continue to allude policy makers across the globe. SB 1216 is a critical first step in bringing together California's best and brightest minds to discuss this and holistically evaluate this issue area and potential solutions to protect all Californians.

We acknowledge the importance of the need for the Deepfake Working Group to evaluate risks, privacy impacts, legal implications of the proliferation of deepfakes, and develop a coordinated plan to utilize the public, industry, and government to jointly address these threats. This bill provides a unique opportunity for the State of California to take the lead in addressing the impact of misinformation and deepfakes.

Thank you for allowing us to provide the enterprise software sector's perspective on this important issue. BSA | The Software Alliance is in support of SB 1216, and we welcome the opportunity to serve as a resource on this important issue.

Sincerely,

A handwritten signature in blue ink that reads 'Tom Foulkes'. The signature is fluid and cursive, written in a professional style.

Tom Foulkes
Senior Director, State Advocacy

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