



TECHNET
THE VOICE OF THE
INNOVATION ECONOMY

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February 14, 2024

The Honorable Zack Stephenson
Minnesota House of Representatives
449 State Office Building
St. Paul, MN 55155

RE: HF 3488 – neutral on underlying bill, opposed to proposed amendment

Dear Representative Stephenson,

On behalf of TechNet's member companies, I respectfully submit this letter of **opposition to the proposed (A1) amendment** to HF 3488 (Stephenson), a bill related to child online vloggers.

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over 4.2 million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance.

The underlying bill as introduced, is consistent with a first of its kind law passed in Illinois in 2023, on which TechNet worked cooperatively with the bill authors to craft. This new law gives children who appear in online vlogs the ability to receive compensation from monetization of their likeness. And while TechNet is neutral on the underlying bill, the A1 amendment adding deletion requirements for platforms presents operational challenges for our members, which is why a similar provision was rejected in Illinois.

As drafted, the A1 amendment presents ambiguity as to how this requirement would need to be operationalized, including lack of specificity about which content may be in scope as well as thresholds that diverge from other data regulation laws (to which we are working with lawmakers in Minnesota to enact) that would provide strict time limits for complying with requests.

The A1 deletion right is broadly scoped and could pose operational challenges for the ability for some platforms to respond to requests that may conflict with and/or infringe upon other users' rights. Although the bill aims to protect the privacy of a young person, it could also result in the opposite effect by creating an implicit requirement for platforms to collect sensitive, personally-identifiable information to authenticate identity, age, and parental relationship in order to prove they are the subject requesting the deletion.

This runs counter to data minimization principles and would be a significant unintended consequence. Mandating the collection and storage of more – not less – sensitive, personally identifiable information on every user raises serious privacy concerns. To illustrate this, a recent poll found that two-thirds of Americans are not comfortable sharing proof of identity with social media companies. The number was even higher for those uncomfortable sharing their children's identification documents.¹

In addition, it is unclear how the deletion requirements would work in reality. The request to delete may work for content hosted by the platform, but it's much harder to stop individual users from sharing clips or videos if the content is already out in the public domain.

We recognize the importance of strong protections for Minnesota youth; however, we believe this recent deletion requirement in the amendment is not workable operationally and will lead to the collection of more personal information not currently collected by our member companies. For these reasons, we respectfully oppose the A1 amendment, but remain neutral on the underlying bill.

Thank you,



Tyler Diers
Executive Director, Midwest
TechNet

¹ <https://www.theego.org/benchmark/poll-americans-dont-want-to-share-their-photo-id-to-tweet/>