



Dear Chair Stephenson,

On behalf of the members of the Insurance Federation of Minnesota and the Minnesota Insurance and Financial Services Council, we would like to thank you for the opportunity to share our views on HF 1492, the Minnesota Consumer Data Privacy Act. As always, we greatly appreciate Representative Elkins' intellectual and inclusive approach to tackling tough public policy issues and we look forward to continued discussion on the fundamental issue of consumer privacy.

Minnesota's insurance companies are conscientious and responsible guardians of Minnesotans' highly sensitive personal information, and have appropriately managed confidential financial and medical information for generations. Appropriately, insurers have long been subject to comprehensive federal and state privacy laws and regulations. These requirements provide a complex, broad, and rigorous regulatory framework that strikes the critically important balance between consumers' legitimate privacy concerns and the proper use of personal information to the benefit of existing and prospective customers. In addition to Gramm-Leach-Bliley (GLBA), Minnesota's insurance companies also comply with the Minnesota Insurance Fair Information Reporting Act (72A.49 et seq.) which enhances the rigorous GLBA framework by providing Minnesota consumers with additional notice and choice regarding the collection, use, and sharing of their personal information as well as with the opportunity to access and amend personal information in the possession of the insurance company.

As currently drafted, we believe that HF 1492 would impose a confusing and overlapping third set of requirements. In failing to consider the carefully constructed framework already in place for insurance companies, these requirements would divide data rights in a manner which may prove confusing for consumers to successfully navigate. HF 1492 does this by limiting the GLBA exemption to information subject to GLBA as opposed to exempting the entities subject to GLBA. It is worth noting that only three states have enacted comprehensive privacy legislation thus far, and the two most recently enacted laws include a GLBA entity exemption. Consistency and clarity both in terms of consumers' expectations and requirements on businesses are essential to providing comprehensive and effective privacy protections.

Thank you again for the opportunity to comment on HF 1492. Please do not hesitate to contact us with any questions.

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