



Luke Bell
Senior Manager, Government Relations &
Public Affairs, Midwest Region
(217)303-2253 (Cell)
Email: lukebe@zillowgroup.com

To: Ohio House Government Oversight Committee

Date: Wednesday, 10/27/2021

Subject: Proponent Testimony in Support of HB 376 - Supporting the Ohio Personal Privacy Act

Chairperson Wilkin, Vice Chairperson White, Ranking Member Sweeney and members of the Ohio House Government Oversight Committee, thank you for the opportunity to provide testimony on behalf of Zillow in support of HB 376, which would increase transparency and privacy for Ohio consumers by enacting a comprehensive set of new consumer data privacy rules and protections in the state of Ohio.

HB 376 would protect Ohio consumers by providing them with important protections and control over the collection, use, retention and sharing of their personal data and information. In addition, HB 376 creates regulatory certainty for Ohio businesses by establishing consistent compliance standards and regulations for businesses to follow when handling consumer data and information. We are very appreciative of the thoughtful, deliberative and collaborative process followed by Innovate Ohio and Representatives Carfagna and Hall in putting together this very important legislation.

Zillow knows that trust is fundamental to our relationship with our customers, and we recognize that in order to be successful, we must meet our customers' expectations about how their personal data and information will be collected, used, retained and shared in the course of our relationship. This is why we are committed to transparent consumer data practices and continually refine our privacy policies to ensure that they are clear, accurate and easily understood by all consumers.

If enacted, HB 376 will be an important step forward in creating comprehensive, balanced and pro-consumer data privacy rights and protections for Ohio consumers while creating regulatory certainty and reasonable standards for Ohio businesses. In the absence of a national standard on consumer data privacy, we believe that HB 376 is a thoughtful and meaningful approach to consumer data privacy that should be adopted by the Ohio Legislature, and strongly considered by other jurisdictions.

In closing, we would respectfully request that the members of the Ohio House Government Oversight Committee support HB 376. We would also like to again express our appreciation to Innovate Ohio and Representatives Carfagna and Hall for all the hard work they have done to put together this very important legislation. Thank you for the opportunity to provide comments on this very important issue.