

THE OHIO COUNCIL OF

Retail Merchants

The voice of retail since 1922

December 8, 2021

The Honorable Shane Wilkin
The Ohio House of Representatives
77 South High Street
Columbus OH, 43215

Dear Chairman Wilkin:

We write you today regarding House Bill 376, the Ohio Data Privacy Protection Act (OPPA). First and foremost, we commend the bill's sponsors, Representatives Carfagna and Hall, for their thoughtful and thorough approach to this crucial issue. In addition, we appreciate the work of Lieutenant Governor Husted and the team at InnovateOhio who have played a significant role in this process as well.

The sponsors have worked hard to craft a bill aimed at providing Ohioans with specified rights concerning how their data is collected and how it is used. The sponsors have given thoughtful consideration as to how this legislation could impact businesses and commerce in Ohio. We have supported this process and the bill has improved substantially with each draft, as definitions and other provisions have been tweaked and important policy considerations have been addressed.

Our members support the right of consumers to know the personal data businesses collect about them and how that data is used. While many types of businesses collect and/or process consumer data for a variety of reasons, retailers use data simply to better understand the wants and needs of their customers and, in turn, offer them products and services that satisfy those wants and needs. Our members know that customers want transparency regarding the use of their data and trust between our members and their customers is paramount. We are pleased that in many respects, House Bill 376 recognizes the importance of this trust-based relationship between retailers and their customers. We look forward to continuing to work with the bill sponsors and members of the legislature to find the right balance under the bill.

In closing, we thank the sponsors for their dedication to addressing this important issue and we look forward to continuing to serve as a resource as the legislative process moves forward. As always, please feel free to contact me with any questions.

Thank you,



Alex T. Boehnke
Manager of Public Affairs