

**Massachusetts Employers Support Common Sense Data Privacy Rule**  
**Protecting Our Ability to Compete and Reach Customers**

May XX, 2026

To Speaker Mariano and Members of the Massachusetts House of Representatives,

We, the undersigned, representing a wide cross section of job creators in the Commonwealth, strongly oppose any data privacy legislation that will put our state at a competitive disadvantage. In particular, we have serious concerns regarding S.2516 and H.4746 *An Act establishing the Massachusetts data privacy act*.

Massachusetts employers support a consensus approach to data privacy which has been adopted in over twenty states. That model is proven to protect consumers without imposing undue harm on businesses, non-profits, or other organizations. However, legislation like S.2516 and H.4746 would significantly disrupt how we operate, market, and improve our products and services.

In severely restricting the data that supports the entire digital marketing ecosystem, these proposals will increase costs, reduce effectiveness, and make it harder for Massachusetts businesses of all sizes to reach the customers necessary to grow. It would hurt our ability to compete against employers in almost every other state, including all our neighbors, who are not subject to the same onerous constraints. Finally, it sends a clear message that Massachusetts does not want to be the state leading the digital economy, nor the home to future high-tech jobs.

The result of adopting legislation with the “data minimization” provisions as drafted, will be a clear and immediate disadvantage for our businesses. Massachusetts employers of all sizes will lose their ability to compete without access to the same advertising tools available to our out-of-state competitors. Massachusetts should not be making it more difficult and costly for in-state entities like ours to reach Massachusetts residents when compared to out-of-state entities unencumbered by such outlier restrictions.

Nonprofit employers will be just as burdened as the private sector if the legislature adopts a problematic data privacy law. The Commonwealth is home to one of the most vibrant nonprofit communities in the country, and local organizations will experience significant difficulty reaching donors and sharing their message.

The Commonwealth is at a crossroad regarding economic competitiveness, and we cannot make it harder for employers to grow, invest, and do business in the state. We urge you not to adopt these controversial bills and work towards a data privacy framework that works for both Massachusetts consumers and employers alike.

Respectfully,

**Business Name, Town**