

The Honorable Frank Pallone  
Chairman  
House Committee on Energy & Commerce  
2125 Rayburn House Office Building  
Washington, DC 20515

The Honorable Cathy McMorris Rodgers  
Ranking Member  
House Energy & Commerce Committee  
2322 Rayburn House Office Building  
Washington, DC 20515

The Honorable Jan Schakowsky  
Chairwoman  
Subcommittee on Consumer Protection  
and Commerce  
2125 Rayburn House Office Building  
Washington, DC 20515

The Honorable Gus Bilirakis  
Ranking Member  
Subcommittee on Consumer Protection  
and Commerce  
2322 Rayburn House Office Building  
Washington, DC 20515

July 19, 2022

Dear Chairman Pallone, Ranking Member McMorris Rodgers, Chairwoman Schakowsky, and Ranking Member Bilirakis:

Thank you for the opportunity to comment on the proposed “American Data Privacy and Protection Act” (ADPPA) laid out in H.R. 8152. These comments are submitted jointly by the American Council of Life Insurers (ACLI)<sup>1</sup>, Finseca<sup>2</sup>, and the National Association of Insurance and Financial Advisors (NAIFA)<sup>3</sup>.

The joint trades and our members recognize the Energy and Commerce Committee’s initial efforts to develop a comprehensive federal privacy law. We have long advocated for common-sense, consumer-oriented policy proposals. For more than 175 years, customers have depended on our ability to protect their financial futures. That level of planning and trust extends to the way we maintain the privacy and security of the personal information we receive. We thank the Committee for addressing these important issues.

The joint trades firmly believe consumers and companies need consistent privacy rules providing equal protections across the country and supports current federal laws and regulations regarding the confidentiality and security of personal information. A patchwork quilt of differing state-by-state privacy regulations is confusing, frustrating, and potentially harmful to consumers. A well-crafted federal consumer privacy law with uniform standards will help ensure consumers benefit from innovation while uniformly protecting Americans’ privacy nationally.

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<sup>1</sup> The American Council of Life Insurers (ACLI) is the leading trade association driving public policy and advocacy on behalf of the life insurance industry. 90 million American families rely on the life insurance industry for financial protection and retirement security. ACLI’s member companies are dedicated to protecting consumers’ financial wellbeing through life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, and dental, vision and other supplemental benefits. ACLI’s 280 member companies represent 94 percent of industry assets in the United States.

<sup>2</sup> With more than 6,000 members, Finseca represents and serves the entire financial security profession, regardless of role, marketplace, or experience. Finseca members provide life insurance and retirement planning solutions that protect the dreams and promote the prosperity of the American people.

<sup>3</sup> The National Association of Insurance and Financial Advisors (NAIFA) is the preeminent membership association for the multigenerational community of financial professionals in the United States. NAIFA has 53 state and territorial chapters and 35 large metropolitan local chapters. NAIFA members are in every congressional district advocate on behalf of producers and consumers at the state, interstate, and federal levels.

Although we support a national uniform privacy law, we have concerns with the discussion draft. These include, but are not limited to, the provisions relating to the Gramm-Leach-Bliley Act which has served as the primary authority on consumer protection for financial privacy for over 20 years, the allowance of private rights of action which will vary state by state, and the lack of clear pre-emption over all state privacy laws.

Respectfully, we ask that the Committee consider the process currently underway to allow for more dialogue to address these issues. The joint trades and our members are deeply invested in the success of a federal privacy law. We welcome a continued discussion of these complex topics and are willing to serve as a resource as you continue to receive input on H.R. 8152.

Thank you very much for your consideration.

Sincerely,

Kimberly Ross

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American Council of Life Insurers*

Armstrong Robinson

*Chief Advocacy Officer  
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Diane Boyle

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National Association of Insurance and Financial Advisors*