

People's Privacy Act

Support HB 1433

Every day, our personal information is collected, used, and shared, often without our knowledge, much less our consent. New technologies are making it easier for corporations and the government to learn about the most intimate aspects of both our online and offline activities — from where we live and work, to what religion we practice, to what we purchase, to what we read, and with whom we associate. With more and more of our lives moving online, Washingtonians face increasing vulnerability and threats to privacy. Our Legislature should empower people to have control over their personal information by enacting clear, fair, and enforceable privacy rules. HB 1433 creates meaningful, people-centric digital privacy protections for Washington residents.

Our Personal Information is Being Used, Often without Our Consent or Knowledge.

It is often impossible to clearly understand what information is being collected about us and how it is being used. Corporate use of our personal information is often opaque, invisible, or poorly understood. In many cases, people have little alternative but to give up their privacy in exchange for valuable services. This lack of transparency and ability to control if and how our information is used allows companies to collect as much data as they can about all of us and to use it as they wish — at a profit. HB 1433 puts Washingtonians in control of their data by empowering them to know what is being collected and to opt-in or refuse consent for its use.

Strong Privacy Protections are Necessary to Protect our Civil Rights and Civil Liberties.

Non-transparent and unaccountable collection of our personal information chills free speech and free association, undermines a free media, and threatens the free exercise of religion. Washingtonians are increasingly required to share personal information or be surveilled as a consequence of participating in public life and accessing basic social goods, services,

and opportunities. Strong privacy protections are necessary to prevent corporations and government entities from collecting, using, and sharing data to surveil, profile and target individuals. HB 1433 protects civil rights and liberties by prohibiting the use and sharing of data without affirmative opt-in consent and the use of face surveillance technologies in places of public accommodation.

Vulnerable Communities are at Greater Risk for Data Discrimination

Privacy violations and misuse of personal information can lead to a wide range of harms, such as unfair price discrimination; domestic violence; abuse; stalking; harassment; and discrimination in areas such as employment, healthcare, housing, and access to credit. These harms disproportionately impact people with lower incomes and people of color and subject them to outsized surveillance and data-based discrimination. Surveillance tools and data-based decision systems such as face recognition, predictive policing systems, risk assessment tools, and employment algorithms are often designed in ways that replicate and exacerbate existing structural inequities. Through the weaponization of our personal information, companies and governments can even more easily identify, control, discriminate against, and oppress marginalized communities.

Olympia Should Pass Strong, People-Centric Privacy Legislation

Washington should lead by empowering people to control their data. Our Legislature should support HB 1433, which would:

- Prohibit companies from collecting, using, or selling people's information without their freely given opt-in consent.
- Make it unlawful for companies and government agencies to use people's personal information to discriminate against them.

Empower people to enforce their privacy rights.