

Stop the weak WA Privacy Act (SB 5062) – Letter to the Editor Toolkit

Write a letter to prevent weak, corporate-driven privacy rules that give companies control of your data! Lawmakers need to hear from you to encourage them to take a stand for data privacy laws that truly empower people. Take action by writing a letter to the editor and submitting it for publication in your local paper. Make your letter more likely to be published by:

1. Referencing a recent (within the past week) news article or Op-Ed (guest column), editorial, or other letter to the editor, in your own letter. Sometimes publications will publish a letter without a news reference as long as it's timely and relevant to public issues in the news. Here is a recent [op-ed about the weak Washington Privacy Act and a better option, the People's Privacy Act](#), that you can use as a reference.
2. Limiting your letter to around 100 words. Include your name, address, and phone number if submitting via email.
3. Submitting it to your LOCAL outlet. There are more than 90 blogs and news sites that publish letters to the editors in WA - [here's a list of Washington Letter to the Editor submission links](#).
4. Explaining your connection to the issue/why you care/share a fact or personal story/experience/what you know to be true (As a parent, a teacher, a former tech worker, what I know is...)
5. Spelling out what you want readers to do: Reject the Washington Privacy Act and any bill that puts corporations in control of people's privacy. Instead, support the People's Privacy Act and measures that put people in control of their own data.

It is important to include messages about why privacy matters and why people should be able to control the collection and use of their own personal data. It's urgent that we reject weak regulations like the Washington Privacy Act that give corporations control of our privacy because:

- Currently, our personal information is being collected, used and sold without our consent or knowledge.
- This secret collection of our personal information chills free speech and the freedom of assembly, undermines the free press, and threatens the freedom of religion.
- Misuse of our data and violations of our privacy can affect us in numerous ways. Here is [a series of stories of how corporate and government misuse of data has had negative impacts on the lives of ordinary people](#).
- Allowing corporations to control the collection and use of our personal data puts vulnerable communities at a greater risk for discrimination, including unfair pricing for products and discrimination in employment, health care, housing, and access to credit.
- Corporate control of personal data has also led to greater surveillance, particularly of Black, Indigenous, and communities of color.
- The Legislature should reject the Washington Privacy Act and any other bills that do not give people the power to enforce their privacy rights.
- The Legislature should instead pass the People's Privacy Act and its provisions that put people in control of their data and offer an effective framework for ensuring that people can protect their privacy while keeping access to the goods and services they seek.

Examples of People's Privacy Act Letters to the Editor. Please personalize and add your own stories.

As someone who believes in personal freedom, I am concerned about the Washington Privacy Act (SB 5062). It would allow companies to collect my information and sell it to other companies, organizations, or the government without my opt-in consent. As we become increasingly digital, people who believe in privacy and personal freedom must make a choice between accessing the goods and services we need and protecting our rights. We shouldn't have to. The Legislature should reject weak privacy laws like the Washington Privacy Act and support alternatives, like the People's Privacy Act, that put people in control of their privacy online.

As someone who works in technology, I know the power of data. Even without our names, information about our purchases, location, and friends creates a full picture of our lives. Right now, that picture is being collected, used, and sold without our knowledge or permission. I'm concerned about putting our privacy in the hands of corporations. The Legislature should reject the Washington Privacy Act (SB 5062). It makes it hard to hold companies and the government accountable for misusing our data and violating our privacy. People create the story of their lives through data. We should control that story.

As a mother, I'm concerned about what happens to my children online. I pay attention to what they do and what information they give out, but it's getting harder with online schooling and the pandemic. We need online services for everything, and we're giving companies our information and putting them in control of it. I'm afraid of what that means for the privacy and safety of my kids. The Legislature should reject the Washington Privacy Act (SB5062), which puts companies in control of our children's data. We shouldn't have to put our children's privacy at risk to access the online services we need.

Companies shouldn't have more rights to control our personal information than we do. But that's exactly what a proposal in the Washington Legislature would do. The Washington Privacy Act (SB 5062) puts companies in control and leaves individuals with little recourse in the courts when companies violate our privacy. Washington is a leader in technology and should also be a leader in privacy. Our Legislature should reject the Washington Privacy Act and instead support measures like the People's Privacy Act, a proposal that puts people in control of their data.