

## **Opening Remarks**

Good morning and thank you all for being here for today's hearing. Thank you to our witnesses for taking time to testify today.

Senator Warren and I have agreed to a bipartisan hearing on promoting competition, growth, and privacy protection in the technology sector. I will be focusing my time on the data broker industry.

The data broker industry is relatively unknown to the common American but its practices and techniques are interwoven into many aspects of their lives. Data brokers build profiles on individuals about certain attributes and then sell that information to who they see fit. For example: As a big fan of LSU football; I frequently search topics related to LSU football; that search data is collected. A profile is made to say I am a fan of LSU football and I will then receive ads about buying LSU football tickets, merchandise and more. We have all experienced something similar to this and we experience it almost everyday.

Multiple times a year a company will be the victim of a hack that exposes the data of thousands of customers. While we go to great lengths to minimize these cyber incursions, we ignore an entire industry that transacts in much more detailed and sensitive personal information. As you will hear from some of our witnesses there is very little information data brokers can't sell and even less data that they aren't

willing to sell. I believe that few people in this room would think it is a good idea to sell the profiles of millions of American service members, but that's just what they are doing.

We should have a conversation about what American data we think is ok to be bought and sold without the knowledge of many Americans and what type of data we think is acceptable to be bought and sold period. Should we allow a list of military personnel to be sold to foreign adversaries? Should we allow lists of domestic abuse survivors to be sold to domestic abusers?

We should have a conversation about what data is appropriate to collect, what limits should be placed on the groups that data is collected on, and restrictions on how that data is sold or transferred to other parties.

We should have a conversation about all of the things our foreign adversaries can do with this data.

That's why we have assembled a team of data broker experts to talk about the different aspects of data brokers: what's regulated, what's not and how to best move forward.

Thanks again to our witnesses. Looking forward to discussing these issues.