

THE ADVISER ANA

A weekly roundup from ANA's Government Relations team

June 7, 2019



Highlights this week include activity in New York, the DAA Summit, and upcoming hearings in the Senate.

In this issue:

Federal Affairs

- [ANA Participates in Digital Advertising Alliance's Capitol Hill Day](#)
- [Senate Commerce Committee Schedules FCC Oversight Hearing](#)
- [Senate Banking Committee Schedules Hearing to Examine Data Brokers](#)

State Affairs

- [Maine Governor Signs Extremely Restrictive ISP Privacy Bill](#)
- [Explosion of Activity in New York](#)
- [State Legislative Weekly Tracker](#)

News of Interest

- [New evidence throws census citizenship case into question](#), *The Hill*, June 2, 2019
- [Bevy Of CCPA Amendments Pass California Assembly. Next Stop: The Senate](#), *AdExchanger*, June 4th, 2019
- [FTC Secures Rights To Examine Facebook, Possibly Investigate Google](#), *MediaPost*, June 3, 2019

- [New York's Privacy Bill is Even Bolder than California's](#), *Wired*, June 4, 2019
- [2020 census could undercount 4 million people — particularly Latinos and blacks](#), *CBS News*, June 4, 2019
- [Lawmakers wrangle over consumer lawsuits as privacy talks drag](#), *Politico*, June 5, 2019
- [Nevada, New York and other states follow California's CCPA](#), *DataProtectionReport*, June 6, 2019

Upcoming ANA Events

- [ANA Legal & Regulatory Webinar: How to Use Social Influencers in New Media Marketing](#) - July 9, 2019
- [Legal Affairs Committee Meeting](#) – July 24, 2019 (New York, N.Y.)
- [Government Relations Committee Meeting & Capitol Hill Day](#) – September 11, 2019 (Washington, D.C.)

Events You Missed

- [DAA Summit 19:DC - June 5-6, 2019](#)

Federal Affairs

ANA Participates in Digital Advertising Alliance's Capitol Hill Day

On Tuesday, June 4, ANA's Group EVP, Government Relations Dan Jaffe and SVP, Government Relations Chris Oswald participated in the Digital Advertising Alliance's (DAA) Capitol Hill day. As a part of this event the DAA met with 7 members of Congress, the staffs of an additional 7 members of Congress, and the Minority Counsel of the Senate Commerce Committee. During these meetings they educated Congress on topics ranging from accountability in political advertising to the Privacy for America Coalition and its efforts to lead the way on federal privacy legislation.

Senate Commerce Committee Schedules FCC Oversight Hearing

On June 5, the Senate Committee on Commerce, Science, and Transportation issued a [press release](#) announcing that the Committee has scheduled a hearing entitled "Oversight of the Federal Communications Commission," for June 12, 2019. According to the press release, the hearing will address policy issues related to the Federal Communications Commission's (FCC) work and will feature the FCC's five sitting commissioners as witnesses. ANA will track this hearing for notable developments

Senate Banking Committee Schedules Hearing to Examine Data Brokers

On June 4, the Senate Committee on Banking, Housing, and Urban Affairs announced a hearing entitled "[Data Brokers and the Impact on Financial Data Privacy, Credit, Insurance, Employment and Housing](#)," which has been scheduled for June 11. The hearing's web page notes that two witnesses are currently scheduled to participate, and that additional witnesses may be added at a later date. The June 11 hearing represents the Committee's second hearing of the current Congress in regard to data privacy matters, the first being the Committee's May 7, 2019 hearing on "Privacy Rights and Data Collection in a Digital Economy." ANA will keep an eye out for notable developments from this hearing.

State Affairs

Maine Governor Signs Extremely Restrictive ISP Privacy Bill

Yesterday, Maine Governor Janet Mills (D) signed LD 946, the [Act to Protect the Privacy of Online Consumer Information](#), which restricts internet service providers from selling, distributing, or using a consumer's data without their consent. Last week, the bill went through the House with over 90 yes votes and was then passed unanimously through the Senate. The bill was opposed by the Maine Chamber of Commerce and numerous others in the business community.

The bill sponsor, Sen. Shenna Bellows (D) has been reported as planning to introduce an additional

internet privacy bill in the next legislative session that would impact other business sectors.

Explosion of Activity in New York

Recently there has been a surge of activity coming out of the New York State Legislature. The [New York Privacy Act](#) is far reaching and arguably worse than CCPA. The bill includes a private right of action and applies to all companies, unlike CCPA which only applies to those companies with gross revenue over \$25 million.

Additionally, the [SHIELD Act](#), which would enact many state and federal privacy standards into law, and would be far more business friendly, is working its way through the Legislature. The SHIELD Act was passed by the Senate this week and will likely be moved in the Assembly next week.

Finally, a new version of the [Right of Publicity Bill](#) has been introduced in the NY Assembly.

ANA will continue to monitor all of this active legislation and keep you apprised of any developments.

State Legislative Weekly Tracker

Click [here](#) for a summary report of this week's legislative activity in the states.

Events you Missed

DAA Summit 19:DC - June 5-6, 2019

ANA advocacy staff was heavily involved in the annual DAA Summit at the InterContinental Washington DC – The Wharf this week. ANA SVP, Government Relations Chris Oswald kicked off the first day's accountability workshop on a panel with Michael Signorelli and Allaire Montocollo of Venable LLP on the California Consumer Privacy Act. Chris discussed the timeline of the CCPA, the changes through "clean up" bills and legislative fixes that have occurred since the CCPA was passed last year, and the status of the Attorney General's rulemaking process. He also gave a brief summary of other states that have considered privacy legislation in 2019.

ANA SVP, Nonprofit Federation & Email Experience Council Ethics & Accountability Senny Boone participated in a discussion of the DAA accountability program, enforcement activity, and how the ANA and the BBB National Programs (who share enforcement of the DAA self-regulatory program) work together.

Finally, ANA Senior Director, Government Relations David Buzby moderated a panel on how brands can maintain their relevance and grow in a privacy-first era.

Contact Us

If you have questions on any of the issues mentioned in the ADviser, please feel free to contact ANA's Government Relations team in Washington, D.C.:

- Dan Jaffe, Group Executive Vice President, Government Relations (djaffe@ana.net)
- Chris Oswald, Senior Vice President, Government Relations (coswald@ana.net)
- David Buzby, Senior Director, Government Relations (dbuzby@ana.net)
- Meghan Salome, Director, Government Relations (msalome@ana.net)
- Travis Frazier, Coordinator, Government Relations (tfrazier@ana.net)

You can also reach the D.C. office at any time at 202.296.1883

Stay tuned for our next newsletter and [visit us at our website](#) or [follow us on Twitter](#) for the latest updates.

dbuzby@ana.net) for removal.

Please send any comments about this email to info@ana.net.

[Let us know](#) what you think about our emails.

© Copyright 2019 Association of National Advertisers, Inc., 10 Grand Central, 155 East 44th Street, New York, NY 10017

HIGHER LOGIC