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The Honorable Colorado General Assembly
The 73rd General Assembly
First Regular Session
State Capitol
200 E. Colfax Ave.
Denver, CO 80203

Dear Honorable Members of the Colorado General Assembly:

Today I signed into law Senate Bill 21-190, "Concerning additional protection of data relating to personal privacy." Senate Bill 21-190 (SB 21-190) creates new consumer data privacy rights and protections, requiring businesses that process personal data or information to perform certain duties, such as providing transparency, purpose specification, and data minimization.

We thank the sponsors and proponents of SB 21-190 and their efforts to protect consumers and their personal information. As our economy continues to evolve and innovate in response to the demands of technology and the internet, new protections are needed to prevent fraud, abuse, and misuse. Colorado joins a handful of states that have now passed their own version of the Colorado Privacy Act to protect consumers.

However, in the haste to pass this bill, several issues remain outstanding. My chief concern is ensuring Colorado's competitiveness with other states as an incubator of new technologies and innovations. SB 21-190 will require clean-up legislation next year, and in fact, the sponsors, proponents, industry, and consumers are already engaged in conversations to craft that bill. We encourage those to continue but urge that they strike the appropriate balance between consumer protection while not stifling innovation and Colorado's position as a top state to do business.

Again, we thank the sponsors and proponents for passing SB 21-190. The Colorado Privacy Act will keep consumers safe from harmful practices and hopefully will become a template for a nationwide standard passed by Congress in the future.

Sincerely,

A handwritten signature in black ink that reads "Jared Polis".

Jared Polis
Governor