



## Consumer Federation of America

1620 I Street, N.W., Suite 200 \* Washington, DC 20006

August 12, 2015

Governor Bruce Rauner  
Office of the Governor  
James R. Thompson Center  
100 W. Randolph, 16-100  
Chicago, IL 60601

Dear Governor Rauner:

On behalf of Consumer Federation of America (CFA), a nonprofit association of consumer organizations across the United States, including in Illinois, I am writing to urge you to sign Senate Bill 1833 as passed by the state legislature. CFA supports this legislation because it strengthens the protection for the privacy and security of Illinois residents' personal information and sets an example for other states.

The bill contains several key provisions, including:

- Expanding the definition of personal information to include logins and passwords, health insurance information, geolocation and consumer marketing data;
- Requiring entities that collect and sell consumer data to adopt and maintain "reasonable security measures;"
- Requiring that the Illinois Attorney General is notified when breaches occur so that the agency can maintain a public information center and review and analyze trends to ensure Illinois consumers are protected, and;
- Requiring data collectors to post a privacy policy that discloses what information they are collecting and what third parties have access to it.

These updates to the Illinois Personal Information Protection Act are crucial in light of the increasing amount of data that is being amassed about consumers and the new types of personal information, such as geolocation, that is now possible to collect. As CFA's recent research on auto insurance has shown, information about consumers can be used in surprising ways, such as charging them more for services based on whether they shop around, their marital status and other factors, without their knowledge (see [www.consumerfed.org/financial-services/insurance/auto-insurance](http://www.consumerfed.org/financial-services/insurance/auto-insurance)). Consumers should have the right to know what information is being collected about them and with whom it is being shared. They should also be able to rely on those who hold and have access to their data to safeguard that information adequately.

CFA applauds Illinois for its well-deserved reputation as a national leader on consumer protection and privacy. Your signature on Senate Bill 1833 will send a strong signal that Illinois is committed to ensuring that respect for fundamental consumer rights are incorporated as technology advances and businesses continue to innovate.

Sincerely,

A handwritten signature in black ink that reads "Susan Grant". The signature is written in a cursive, flowing style.

Susan Grant  
Director of Consumer Protection and Privacy  
Consumer Federation of America