

July 12, 2022

The Honorable Frank Pallone
Chairman
House Energy & Commerce Committee
U.S. House of Representatives
Washington, D.C. 20515

The Honorable Janice Schakowsky
Chair
Consumer Protection & Commerce Subcommittee
U.S. House of Representatives
Washington, DC 20515

The Honorable Cathy McMorris Rodgers
Ranking Member
House Energy & Commerce Committee
U.S. House of Representatives
Washington, D.C. 20515

The Honorable Gus Bilirakis
Ranking Member
Consumer Protection & Commerce Subcommittee
U.S. House of Representatives
Washington, DC 20515

Dear Representatives Pallone, Schakowsky, McMorris Rodgers and Bilirakis,

As Congress debates new policies to regulate the internet, it's essential that lawmakers understand the potential impact of those policies on small businesses. Bills like the Banning Surveillance Advertising Act and the Competition and Transparency in Digital Advertising Act (CTDA) might sound nice, but would cripple entrepreneurs and innovators competing with the largest companies in today's economy, where data and information are crucial resources, and customers expect timely, tailored suggestions for goods and services.

That's why Internet for Growth, a coalition of hundreds of small businesses and creators, is urging Congress to adopt a federal law to protect Americans' data privacy, as well as jobs and growth on Main Street. We're also relying on easy-to-use, integrated advertising services that laws to promote competition in the industry, however well-intentioned, would destroy.

Digital advertising and marketing are essential to e-commerce. The ad-supported internet plays an enormous role in our national economy, accounting for 12% of gross domestic product, translating to 17 million internet-dependent jobs, according to the Interactive Advertising Bureau. Small businesses and individuals account for 38% of those jobs, more than the largest companies. In recent years, the internet economy has grown seven times faster than the U.S. economy. Digital advertising and marketing also support free email, news, entertainment, search tools, navigation and more, which Americans value at thousands of dollars per person annually.

However, a growing effort in Washington to restrict popular advertising and e-commerce technology could grind this powerful economic engine to a halt, even as more Americans earn their living online. Despite the odds, 2021 was a record-breaking year for start-ups, due to free

promotional opportunities the ad-supported internet provides, and precision advertising and marketing. These important tools for small businesses are now in jeopardy.

Internet for Growth calls on Congress to ensure Americans' ability to develop new products, good jobs, and economic growth with the help of the ad-supported internet. Instead of laws punishing a few big companies, which would instead punish ordinary people, we need a federal data privacy law setting basic principles we can all follow, one that protects online privacy and preserves our country's spirit of ingenuity. But Congress is currently considering national privacy legislation that could subject entrepreneurs and innovators to new rules, regulations and penalties that could hinder the growth we've made over the years.

We urge you to consider the impact on us and our customers when debating the Banning Surveillance Advertising Act, the Competition and Transparency in Digital Advertising Act, or the American Data Privacy and Protection Act, which could raise costs at a time of high inflation, while destroying the speed and personalization users expect from their online experience. Bills targeting just a few companies could have unintended consequences for the rest of us. As technology advances, America needs flexible, forward-looking solutions that preserve not only small businesses' ability to compete in the modern economy, but also the United States' ability to compete globally.

Signed,

A – Town Builders
Athens, OH

**Law Offices of Jason L
Abelove**
Garden City, NY

AJ&E BREAD COMPANY
Fort Lauderdale, FL

LEIBOWITZ SOLO
Phoenix, AZ

AJI Capital
Huntington, NY

Lightmind Hypnosis
Carlsbad, CA

Aker Ink
Scottsdale, AZ

Lincoln Strategy Group
Tempe, AZ

Alair
Seattle, WA

Love Our Designs
Pecan Gap, TX

AT&T San Diego Line
Anaheim, CA

Lythos Studios
Richmond, VA

Baby Chick
Cypress, TX

Maple Tech International LLC
Spring, TX

Barrie Search Solutions
Jericho, NY

Markies Creations LLC
Eaton, OH

BioSymetrics Inc.
Huntington, NY

Marriage Family Therapist
Fairfield, CA

Boehm's Exteriors
Rapid City, SD

Marson Media
Phoenix, AZ

Born 2 Sparkle
Weston, OH

Mattertraffic
Shoreham, NY

Carol Coy
Cuba, MO

McKone Strategies, LLC
Phoenix, AZ

**Cellys Sweets &
Arrangements**
Los Angeles, CA

Miller Girls Pet Care Service
Bingen, WA

Channel Marketing
Richmond, VA

Music Moves Me Corp
New York, NY

Commercial 33
Phoenix, AZ

North Jersey Research
Bernardsville, NJ

**Connections Marketing &
Communications**
Phoenix, AZ

Olympic Tile
Virginia Beach, VA

**Consultation Treatment
Services**
Floral Park, NY

Overbrook A. Capital Group
Hempstead, NY

Crown Jewels and Coin
Albuquerque, NM

Paddle Feet Farm
Manassas, VA

Culver Street Strategy
Phoenix, AZ

Paige Thomas LLC
Windsor, CO

Curated Chronicle
Upland, CA

Paws and Stripes LLC
Riverside, CA

Damian Motlo Fitness
Phoenix, AZ

Peel Simply Skin
San Diego, CA

Derrough LLC
Mills River, NC

Pot Pie Factory Inc.
Seattle, WA

DH Crystal Company
Powell, OH

Press1toTalk.com LLC
Glendale, AZ

Digital Air Strike
Scottsdale, AZ

**Redfern Inn at Rocky Point
Winery**
Lakeside Marblehead, OH

Dimick Farms
Platte, SD

Restaurant Santa Cecilia
Los Angeles, CA

Drunken Cake Pops
Rancho Cucamonga, CA

S.S. Creative Co.
Altamont, NY

Due Amici
Columbus, OH

Safety NEST
Indian Trail, NC

Dunn Transportation
Scottsdale, AZ

Savoir Cooking & Wine
Powell, OH

Echo
Vienna, VA

Simply LaKita
Dothan, AL

Emjaye Coffman, LLC
Scottsdale, AZ

Soto Surfcrat
Garden Grove, CA

Empty Spaces, LLC
Lake Havasu City, AZ

Stone House Farm LLC
Purcellville, VA

ENSPIRE Magazine
Bronx, NY

Sugar Plum
Corpus Christi, TX

Envision Leadership Solutions
Upland, CA

Sugarbowl
Scottsdale, AZ

**Epic Digital Marketing Online
Services**
FL

Sweet Experience
Oregon, OH

Evergray Media LLC
Culver City, CA

Tadpole Marketing
Los Angeles, CA

**FABLE Branding +
Advertising**
Midlothian, VA

**Take Care Home and Dog
Services**
Jacksonville, FL

Fairmount Church of God
Anderson, IN

**Taquito Y Más Catering
Services**
North Hills, CA

Fiesler's Forge Ltd.
Olmsted Falls, OH

**Tempe Desert Haven, Vacation
Rental (DBFCC, LLC)**
Winslow, AZ

Forget Me Not Designs
Monroe, WA

The Cook's Garden by HGEL
Venice, CA

Fose + McKay
Phoenix, AZ

The DanielleVincent Agency
Holland, OH

FRIKINtech, Inc
Williston, VT

The Design Assistant
Culver City, CA

Front Range Roofing
Greeley, CO

The Dog House
Seattle, WA

Gilmartin Consulting
New Brunswick, NJ

The Innovative Daycare Corp
Freeport, NY

Griffin Consulting Services
Norwalk, CA

**The Lighthouse Information
Network LLC**
Coeur D Alene, ID

Heroes Patriot Water
Oceanside, NY

**Timothy L Lloyd DC, FIAMA,
CSCS**
Perrysburg, OH

Hunt Country Wildlife Control
Purcellville, VA

Tip Top Photo Booths
Aldie, VA

HuntHikeHook
Chandler, AZ

Trellus Same Day Delivery
Long Beach, NY

Ice Cream Conversations
Loganville, GA

Tunni
Arlington, VA

Ingersoll Automotive
Danbury, CT

Tupperware
Topeka, KS

Irvie Homes LLC
Albuquerque, NM

**Verde Olivo Floral and
Botanical**
Upland, CA

JSpray LLC
Lincoln, NE

Virginia Diner
Wakefield, VA

KaBeAraby
Tucson, AZ

W L Leonhardt Co Inc
Santa Ana, CA

Klink Campaigns Inc.
CA

**Walker Strategic
Communications**
Pinehurst, NC

KLS Marketing Group
Chandler, AZ

Warzone Boxing Club
Upland, CA

Knotts Medical Billing Inc.
Eugene, OR

Wavelengths Psychology PC
Merrick, NY

Kristin Richardson
Richmond, VA

William Carter PLLC
Tempe, AZ

La Posada Hotel LLC
Winslow, AZ

Wolfpack United LLC
Hempstead, NY

Law Office of Sylvia Cabana
Garden City, NY

Worn Beauty
Myrtle Beach, SC