



June 1, 2026

The Honorable Brett Guthrie  
Chairman  
House Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, D.C. 20515

The Honorable Frank Pallone, Jr.  
Ranking Member  
House Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Chairman Guthrie, Ranking Member Pallone, and Members of the Committee:

On behalf of Internet for Growth, a nationwide coalition of small businesses, entrepreneurs, and creators, I write to express our support for the Committee's efforts to advance a workable national consumer privacy framework that protects Americans while preserving the affordable digital tools small businesses use to grow and compete in today's economy.

Our members rely on digital advertising, marketing, social media, e-commerce, streaming, email, and related online services to interact with customers and build their businesses. Meanwhile, consumers increasingly expect meaningful control over their information, including rights to access, correct, delete, and opt out of certain data uses, while also valuing the affordability, convenience, and personalization enabled by responsible data-driven services online. We support legislation that establishes a more consistent national framework for transparency, accountability, and consumer rights while reducing uncertainty for businesses operating across state lines.

Our coalition's "Main Street's Digital Mandate" voter research found [overwhelming bipartisan recognition that digital tools are now essential infrastructure for small businesses and consumers alike](#). Ninety-four percent of voters said digital tools are important for small business survival, while 89% said they would be concerned if small businesses had to cut back or close because of rising advertising costs. Eighty-five percent said restrictions on digital advertising could reduce access to free online content and services, and 90% said regulation would likely lead small businesses to raise prices.



Across our coalition, members consistently describe digital advertising and online services as essential tools for reaching customers and competing in markets that were once difficult or impossible to access, including a New Jersey digital marketing and creative services firm that grew from early social media and digital campaign work into a business serving public, nonprofit, and private-sector clients, and a baker and floral designer in Los Angeles who built her business and customer base through online platforms and social media. Federal legislation is particularly important as some states have begun to consider lowering applicability thresholds in ways that will increasingly require smaller businesses to devote substantial resources to complex multi-state privacy compliance.

Strong privacy protections and a strong digital economy are not mutually exclusive. We believe the SECURE Data Act represents a constructive foundation for broader bipartisan engagement on a workable national privacy framework, and we appreciate the Committee's leadership on this important issue.

Sincerely,

A handwritten signature in black ink that reads "Brendan Thomas".

Brendan Thomas

Executive Director  
Internet for Growth

CC: House Energy & Commerce Committee

### About Internet for Growth

Internet for Growth is a nationwide coalition of small businesses, entrepreneurs, and creators who depend on digital advertising, media, and marketing to reach customers, grow revenue, and create jobs. We advocate for policies that preserve access to affordable, data-driven tools powering economic growth in every corner of the country.