



July 13, 2026

The Honorable Cynthia Stone Creem
The Honorable Barry R. Finegold
The Honorable Patrick M. O'Connor

The Honorable Tricia Farley-Bouvier
The Honorable Mike Moran
The Honorable David Vieira

Members, Conference Committee
Massachusetts State House
24 Beacon Street
Boston, MA 02133

Re: Small Business Perspective on Massachusetts Consumer Privacy Legislation

Dear Members of the Conference Committee:

We are Massachusetts small businesses and members of Internet for Growth, a nationwide coalition of small businesses, entrepreneurs, creators, and community organizations. Like our customers, we support strong consumer privacy protections and believe people should have transparency, access, and control over their personal information. We are concerned, however, that certain provisions under consideration could unintentionally make it harder for small businesses to grow and serve customers, reducing the competition, choice, and affordability that benefit consumers.

Before the rise of digital advertising, many small businesses had few practical ways to reach the right customers. Today, businesses of every size can connect with customers through search, social media, streaming services, websites, and mobile applications. These tools are more affordable, measurable, and precise than traditional advertising, helping small businesses compete more effectively with much larger companies while making it easier for consumers to discover and support local businesses, products, and services.

We appreciate the Legislature's efforts to develop a workable consumer privacy framework, but are concerned that certain provisions could restrict the responsible use of

ordinary customer and marketing information or limit useful location-based services that consumers choose to receive. A neighborhood restaurant promoting a same-day special, a local retailer notifying nearby customers about a sale, or a vendor advertising a weekend farmers market often relies on these tools to connect with interested customers at the right time and place. Restrictions on these activities may seem narrow, but they can limit useful services and reduce the personalized experiences that many consumers actively choose and value.

We are also mindful that small business exemptions do not eliminate the impact of new restrictions. Even exempt businesses depend on advertising platforms, publishers, software providers, analytics tools, and other service partners that remain subject to the law. When those tools become more restricted or less effective, small businesses can lose access to important marketing capabilities, customer insights, and opportunities for growth.

Massachusetts has long been a leader in innovation, entrepreneurship, and technological progress. As you work to reconcile the House and Senate bills, we respectfully urge you to pursue a balanced approach that protects consumers while preserving the digital tools that help local businesses communicate with customers, measure what works, and grow. Massachusetts can protect privacy without becoming an outlier.

Sincerely,

Bar25

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