

Massachusetts Employers Support Common Sense Data Privacy Rule
Protecting Our Ability to Compete and Reach Customers

May 29, 2026

To Speaker Mariano and Members of the Massachusetts House of Representatives,

We, the undersigned, representing a wide cross section of job creators in the Commonwealth, strongly oppose any data privacy legislation that will put our state at a competitive disadvantage. In particular, we have serious concerns regarding S.2516 and H.4746 *An Act establishing the Massachusetts data privacy act*.

Massachusetts employers support a consensus approach to data privacy which has been adopted in over twenty states. That model is proven to protect consumers without imposing undue harm on businesses, non-profits, or other organizations. However, legislation like S.2516 and H.4746 would significantly disrupt how we operate, market, and improve our products and services.

In severely restricting the data that supports the entire digital marketing ecosystem, these proposals will increase costs, reduce effectiveness, and make it harder for Massachusetts businesses of all sizes to reach the customers necessary to grow. It would hurt our ability to compete against employers in almost every other state, including all our neighbors, who are not subject to the same onerous constraints. Finally, it sends a clear message that Massachusetts does not want to be the state leading the digital economy, nor the home to future high-tech jobs.

The result of adopting legislation with the “data minimization” provisions as drafted, will be a clear and immediate disadvantage for our businesses. Massachusetts employers of all sizes will lose their ability to compete without access to the same advertising tools available to our out-of-state competitors. Massachusetts should not be making it more difficult and costly for in-state entities like ours to reach Massachusetts residents when compared to out-of-state entities unencumbered by such outlier restrictions.

The legislation would also burden non-profit employers. The Commonwealth is home to one of the most vibrant non-profit communities in the country, and local organizations will experience significant difficulty reaching donors and sharing their message.

The Commonwealth is at a crossroad regarding economic competitiveness, and we cannot make it harder for employers to grow, invest, and do business in the state. We urge you not to adopt these controversial bills and work towards a data privacy framework that works for both Massachusetts consumers and employers alike.

Respectfully,

88 Acres Foods, Canton

A W Gifford, Springfield

AccuRounds, Avon

Ahold Delhaize USA, Quincy

Assisting Hands Home Care, Lexington

B2B Holdings, Northbridge

Barron & Jacobs Associates, Inc., Leeds

Berkshire Springs, Southfield

b-inc., Burlington

Black Kite, Boston

Blauer, Boston

Blue Cross Blue Shield of Massachusetts, Boston

Boch Center, home of the Wang Theatre, Shubert Theatre, and Folk Americana Roots Hall of Fame, Boston

Boston Development Group, Newton

Boston Interiors Home Furnishings, Stoughton

Brattle Book Shop, Boston

Bullhorn, Boston

Burr Brothers Boats Inc., Marion

Business Development Strategies, Inc., Medway

C&L Hot Tubs Inc, Natick

C6 Marketing LLC, Hingham

Carriage Trade Service Co., Inc, Woburn

Cart Recovery Inc, Woburn

Cashins & Associates, Inc., Wakefield

CB Stuffer, Swampscott
Charter Communications, Worcester
Cheo & Associates, Inc. dba Our Sales Coach, Hanover
Clickright Consulting, LLC, Natick
CMBG3 Law PC, Boston
Colette Phillips Communications, Boston
Comcast, South Boston
Commodore Builders, Newton
Complete HealthCare Solutions, Inc., Palmer
Culture Redesigned, Marlboro
Cumberland Farms, Westborough
Cyvl, Somerville
Dependable Cleaners, Quincy
Duxbury Bay Maritime School, Duxbury
Eastern Bank, Boston
ECi Stores, Leominster
Electric Time Company, Inc., Medfield
eMedia Junction, Boston
EverQuote, Inc., Cambridge
Fairwinds, Boston
Franklin Cummings Tech, Roxbury
General Dynamics Mission Systems, Pittsfield
Giuseppe's Fine Italian Food, Newburyport
GKM INC, Middleton
Grants Rental, Bridgewater
Greylock Federal Credit Union, Pittsfield
Hampshire House Corporation, Boston

Hannaford Supermarkets, Lowell
Herrell's Ice Cream Corporation, Northampton
Holland Brands NA, LLC dba Native Sun, North Attleboro
Holyoke Community College, Holyoke
Hotbox Creative LLC, Brighton
HubSpot, Cambridge
Imagix Inc, East Boston
Integrated Insurance Solutions, Framingham
Interval Zero, Inc, Waltham
J&M Security, Hanson
Leader Agency, Wilbraham
Liberty Mutual Insurance Company, Boston
Liptak Restoration Inc, Westfield
LUTCO INC., Worcester
M. Steinert & Sons Company, Inc., Waltham
Market Services Inc, Woburn
Marshland Group inc , Plymouth
Mass General Brigham, Boston
McKinnon's Supermarkets, Danvers
Meet Boston, Boston
Meridian Industrial Group, Holyoke
Michelle Medeiros, Lakeville
Michelson's Shoes, Lexington
MicroPower Direct, South Easton
Nantucket Book Partners, Nantucket
Native Sun Holdings LLC, Brighton
Native Sun Wellness, Hudson

New Balance Athletics, Inc., Boston
New England Appliance Group, Franklin
New England Spas, Natick
Next Core Flow LLC, Sharon
North Easton Machine Co., Inc., North Easton
Northern Supply Corp., Malden
Oceana, Orleans
Optimac Consulting, Tewksbury
Pearson Enterprises, Inc., West Springfield
POBCO, Inc., Worcester
Proctor and Company, Woburn
Rapport International, Sudbury
Rockland Trust, Rockland
Rocky's Ace Hardware, Springfield
Royal Label Co, Boston
Santoro Hospitality, Oak Bluffs
Siggers-Benton Consulting LLC, Hyde Park
South Easton Motor Sales Incorporated, South Easton
StitchDX, Lowell
Stop & Shop Supermarkets, LLC, Quincy
Suffolk University, Boston
Sullivan Hayes & Quinn, LLC, Springfield
Surfside Capital Advisors, Boston
TenantTracks, Agawam
The Castle Group, Boston
The Corner Store, Plymouth
The HYM Investment Group, Boston

Total Wine and More, Dorchester

Trustees of Reservations, Boston

UMass Boston, Boston

Urban College of Boston, Boston

Wayfair LLC, Boston

Wayside Youth & Family Support Network, Framingham

Westside Finishing Co, Inc, Holyoke

Worthy Idea LLC, Haverhill

Yankee Custom Inc, Tewksbury

Yanow, Inc, Stoughton

Zoo New England, Boston