



DAILY BRIEF

Legislative Session



FROM MARCH 28, 2023

INFORMATION TECHNOLOGY

HB 1547 – Technology Transparency

On Tuesday, March 28th, [HB 1547](#) by Representative Fiona McFarland (R-Sarasota) was heard by the House Regulatory Reform & Economic Development Subcommittee and was reported favorably with 15 yeas and 0 nays. **AIF stood in opposition to this legislation.**

HB 1547 seeks to allow consumers to protect their personal data by allowing them to opt out of targeted advertising and implementing regulations on only the largest of technology companies operating in Florida. Unlike past versions of the bill that would have regulated a great deal of Florida businesses, this bill limits its focus to companies that make an excess of \$1 billion in annual revenue and either derive 50% of revenue from targeted advertising or operate a smart speaker device.

But while the vast majority of Florida businesses are not covered by the regulation of the bill, the bill will have a large impact on how businesses can use targeted advertising to market their goods and services. Online advertising is obviously an important tool and in its current form, this bill will make it less effective and more costly.

HB 1547 is based on a 2018 California law. Since the California law has been enacted, other states have enacted data privacy legislation that offers better consumer protection with a more common sense regulatory approach.

AIF opposes legislation that places onerous regulatory burdens on Florida businesses and reduces the ability for businesses to effectively utilize online advertising.

ECONOMIC DEVELOPMENT

PCB-RRS2- Tourism Development

On Tuesday, March 28, RRS2, a proposed committee bill, by the Regulatory Reform & Economic Development Subcommittee, was presented and reported favorably with 11 yeas and 3 nays. **AIF stood in opposition to this legislation.**

Tourism is Florida's leading industry and Visit Florida has played a large role in creating a world-class marketing engine that has helped bring millions of visitors to the state.

This PCB would totally change the funding structure of Visit Florida by funding it solely through local tourism development taxes (TDTs). It would require Visit Florida to expend at least seventy-five percent of all funds to directly assist rural counties and Florida's state parks and forests. Among other things, the bill would also require all TDTs to expire after six years and be renewed by referendum.

AIF supports full funding for Visit Florida to ensure that it can continue to bring visitors to our state. AIF opposes legislation that could significantly weaken or lead to the elimination of Visit Florida.