

SIIA 2021

# Policy Priorities



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SIIA is an umbrella trade association connecting more than 700 technology and information companies across the financial, education, specialized content, publishing, and health technology sectors. Our diverse members are united by the common goal of producing and providing critical, high-value, fact-based, and actionable information that informs businesses and associations large and small, enables global financial markets to function effectively and efficiently, provides broad access to elementary, higher and adult education resources, and promotes better outcomes in healthcare. Simply put, SIIA's members address today's challenges through data, information, and technology.

While our members provide critical information that help inform and drive all sized global businesses to innovate for better outcomes, SIIA represents them offering unique insights on key policy issues.

SIIA works across capitals across the U.S. and around the world to advocate for our member's interests. We will continue to fight for smart policies that enable our members to grow and innovate, in turn creating jobs, stimulating economic growth, and driving U.S. competitiveness.

## Key Issues

- » Enact robust Federal privacy legislation
- » Ensure the success of all learners
- » Modernize health data privacy

From data privacy to digital trade and data localization; from funding for ed tech to postal service reforms, from workforce to overall economic policy -- these "policy priorities" are key issues for the 2021 Congress and state representatives to consider for stimulating the economy and inspiring innovation in business. This brief offers topline information on those key issues.

Learn more by subscribing to our biweekly policy update to keep on top of the key issues, or set up a briefing with a member of our team at any time. We are here to help!

Jeff Joseph  
President



## Cross-Border Data Flows



### *Preserve the free flow of data across borders*

- ◆ Protect valuable transatlantic data flows by prioritizing the continuation of U.S.-EU negotiations to revise and refresh the Privacy Shield Framework.
- ◆ Encourage emerging global legal frameworks promoting cross-border data flows.
- ◆ Support the adoption of binding cross-border data flow obligations in international trade agreements.

## Data Security



### *Adopt national data security standards*

- ◆ Pursue a national data breach notification standard that is calibrated to prevent and remedy potential harms.
- ◆ Endorse the passage of federal data security legislation that includes scalable risk-based standards that protect consumers and avoid prescribing a "one size fits all" model.
- ◆ Assist businesses to implement effective security practices by promoting the development of model frameworks, such as the NIST Cybersecurity Framework.

## Education Technology



### *Ensure the Success of all Learners*

- ◆ Encourage policymakers to support measures that respond to the pandemic, including increased funding for quality digital learning experiences.
- ◆ Support the implementation of policies and practices safeguarding the privacy and security of personal student information without limiting appropriate data usage.
- ◆ Promote a 21st century workforce by advocating for legislation, appropriations, and regulations to advance STEM education, career and technical learning programs, high quality credentialing, and educator professional development programs in data science to inform pedagogy and the effective use of technology.





## Emerging Technology



### *Pursue a risk-based approach to policy making*

- ◆ Foster the safe development and adoption of emerging technologies by pursuing a risk-based approach that guards against harms whilst promoting innovation.
- ◆ Collaborate with international partners and global standards organizations to develop consensus-based standards for transparency, robustness, and safety in Artificial Intelligence.
- ◆ Facilitate trust in AI by working with industry and academic partners to mitigate algorithmic bias and promote ethical standards.

## Health



### *Modernize health data privacy*

- ◆ Advocate for the modernization and harmonization of the U.S. approach to health data privacy, from HIPAA to the passage of a national consumer privacy framework.
- ◆ Encourage the adoption of responsible practices by tech stakeholders to best inform healthcare decisions.
- ◆ Promote interoperability between healthcare systems and health tech for the benefit of consumers.

## Intellectual Property



### *Maintain a healthy intellectual property system*

- ◆ Ensure that the Patent and Trademark office properly uses the tools from the American Invents Act to protect the integrity of the software and information marketplace and to keep bad patents from harming the innovation ecosystem.
- ◆ Promote cooperation between service providers and copyright owners in the fight against online piracy while maintaining the legal certainty necessary to permit the development and offering of responsible cloud-based products and services.
- ◆ Modernize the Copyright Office by providing it adequate funding and updating its statutory authority to streamline its operations and improve its systems so that the Office can better address the needs of the digital copyright marketplace.



## Postal Reform



### *Enhance funding and transparency of the United States Postal Service*

- ◆ Ensure adequate funding for a strong, vibrant, and reliable United States Postal Service that meets the universal service mandate.
- ◆ Enhance transparency of cost allocation and proposed operational changes to enable stakeholders to provide consistent, timely, and informed input.
- ◆ Limit postal rate increases and ensure they do not exceed inflation for all classes.

## Privacy



### *Implement robust Federal privacy legislation*

- ◆ Advocate for the passage of a national consumer privacy law that robustly protects consumers while adhering to American constitutional values, including the free speech guarantees in the First Amendment.
- ◆ Promote a national privacy framework that is interoperable with global standards and exists in harmony with established federal sectoral privacy laws.
- ◆ Ensure that the national privacy framework is balanced by essential policy values, including the free flow of information in the public domain, and the ability to combat fraud, engage in corporate due diligence, prevent financial fraud, and use data for other socially necessary uses.

## Trade & Tax



### *Inclusion of digital trade provisions in international trade deals*

- ◆ Ensure the inclusion of strong digital trade and data transfer provisions in upcoming international trade agreements, including continued negotiations for U.S.-EU and U.S.-UK deals.
- ◆ Initiate high-level trade talks with India to ensure strong standards for digital trade and intellectual property protection.
- ◆ Oppose unilateral digital services taxes and work within OECD to reach agreement on future international tax system.



## Get to Know **SIIA**

*SIIA is the only professional organization connecting more than 700 data, financial information, education technology, specialized content and publishing, and health technology companies.*

Our diverse members manage the global financial markets, develop software that solves today's challenges through technology, provide critical information that helps inform global businesses large and small, and innovate for better health care and personal wellness outcomes.

### **CONTACT US:**



**EMAIL:**  
policy@siaa.net



**PHONE:**  
+1 (202) 289 7442



**WEBSITE:**  
www.siaa.net