



July 11, 2024

An Open Letter to the Presidential Candidates:

On behalf of the technology sector in the United States, we write to urge you to pursue an agenda to further innovation and advance the trustworthy development and adoption of emerging technologies. At a time when the pace of technological innovation is increasing, executive branch leadership is critical to advance national policies that prepare the American workforce, society, and the U.S. government to reap the enormous benefits of technology.

Globally, the United States is one of multiple nations around the world determined to write the rules for how technology is used. Countries that lead in advancing new technology and shaping global policy can achieve tremendous strategic, economic, and national security advantages for years to come.

The undersigned organizations represent different portions of the technology sector. This sector contributes \$3.7 trillion to U.S. Gross Domestic Product, supports highly skilled, well-paying jobs for millions of Americans, and safeguards our economic, technological, and national security. We represent some of the most innovative businesses in the world that provide essential services and technologies to serve the government, businesses, and society.

We stand united in urging the next president to pursue an agenda that fosters certainty and growth in the tech sector, and projects American leadership to drive international consistency in technology standards and policy.

That leadership must be accompanied by redoubled efforts to ensure widespread access to the benefits of innovation. The next president must help equip the U.S. workforce for a future in which emerging technologies play a central role in how we work and live. We urge you to support alternative career pathways, invest in STEM-based skills training and apprenticeships, and welcome high-skilled foreign professionals to the U.S. tech workforce.

The next administration should also:

- Support trust in and adoption of emerging technologies, including artificial intelligence, immersive technologies, and quantum computing
- Advance adoption of technology to deliver better and more efficient public services

- Ensure the U.S. remains globally competitive through incentives for growth, and strategic investments in the technological infrastructure needed to seize the benefits of emerging technologies
- Support increased U.S. participation in international standards development organizations
- Promote U.S. leadership on the responsible management of data transfers around the world
- Facilitate privacy protections for consumers and bolster our national cybersecurity
- Encourage sustainability policies that allow for continued innovation, promote energy efficiency, and increase the circularity of products.

The U.S. technology sector is dynamic and innovative; consider that, just in the intervening years since the last presidential election, demand for high performing microchips has skyrocketed, the metaverse has begun to take shape, generative AI became available to the public, and virtual and augmented reality tools have launched to address a range of societal and consumer needs. Those examples are indicative of the speed at which technology innovation is taking hold in our economy in just a short time span.

The next administration must strike a careful balance to preserve and encourage the United States' edge in innovation while also maintaining the highest standards of consumer protection during a period of intense global competition. We look forward to working with the executive branch and new Congress in the coming years to further this agenda.

ACT | The App Association

BSA | The Software Alliance

Consumer Technology Association

Entertainment Software Association

Information Technology Industry Council

Software & Information Industry Association

TechNet

XR Association

Technology Sector Presidential Platform

Create Jobs and Grow the Economy

Pursue an Allied Trade Agenda on Supply Chain, Technology, and Data Flows: Collaborate with allies and partners to strengthen the security and resilience of America's technology supply chain, and to open those economies to the technology goods and services that American workers produce. The U.S. and like-minded nations should agree to promote technology and information exchange with one another, while refraining from improper restrictions on each other's cross-border access to data.

Support Marketplace Competition: Advance flexible laws and regulations that foster new innovations and promote competition and growth. Discourage the use of legal and regulatory mechanisms to protect incumbents and keep new entrants from providing innovative services that consumers demand. Ensure the technology-enabled sharing economy or on-demand platforms are allowed to compete and grow in an open market.

Foster Trusted Networks

Strengthen Cybersecurity: Leverage best practices that have proven effective in improving cybersecurity and encourage other governments to do the same. The next administration should focus on cybersecurity risk management; encourage innovative and flexible approaches to improving cybersecurity; consider prevalent risks when designing products and services; advance public-private partnerships; emphasize training, education, and awareness; utilize international, voluntary, consensus standards; lead international efforts to harmonize security requirements, like those applicable to cloud services; and recognize the importance of encryption as a critical security tool and prepare to transition to post-quantum cryptography (PQC).

Enhance Data Privacy: Advance policies that protect privacy while fostering innovation and growth and ensuring the free flow of data across borders. Support federal privacy legislation, which is needed to protect consumers nationwide and unify a fragmenting landscape of state privacy requirements. Promote global consumer trust in digital goods and services by encouraging policies that narrowly target government access to user data, while ensuring law enforcement and other agencies have the appropriate information needed to protect our safety and security when necessary.

Develop Governance Frameworks in Collaboration with International Allies and Partners: Work with international allies and partners on technology governance issues including data privacy, youth safety, interoperability, equity and accessibility, and content and behavior standards.

Propel Innovation

Advance Artificial Intelligence (AI): AI is driving digital transformation across every sector of the economy and solving complex societal challenges. AI is integral to long-term U.S. economic growth and national security. The U.S. should invest strategically in education and research, which is necessary to maintaining U.S. competitiveness and global leadership in the development of innovative technologies. U.S. policies at home and abroad should also encourage the responsible development and deployment of AI, advance international technological standards, and serve as a touchpoint for global guidance on trust and safety.

Promote Effective and Balanced Intellectual Property Protections: Support effective protection of all major forms of intellectual property. This includes promoting the issuance of high-quality, resilient U.S. patents, while taking steps to avoid litigation abuses. It also includes promoting predictable IP frameworks that allow for responsible AI-driven innovation.

Encourage Policies that Protect Expression and Creativity Online: Support robust freedom of expression on the open Internet and policies that empower platforms to promote a healthy internet ecosystem without facing unreasonable liability for third-party speech.

Strengthen America's Workforce

Develop the Science and Technology Workforce: Invest in effective education and research programs in science, technology, engineering, and mathematics (STEM), computer science, and career and technical education to bolster the middle class, enhance our diversity and inclusiveness, and develop the next generation of innovators, entrepreneurs, and workers to advance America's global leadership and success.

Welcome High-Skilled Immigrants: Improve the ability of companies operating in the United States to recruit and retain highly educated foreign graduates and professionals to meet hiring needs and supplement our talented U.S. workforce.

Promote New Technology in the Government

Modernize Public Sector Technology: Streamline procurement and regulatory policies to improve the government's ability to adopt critical technology. Policies should accelerate, not hinder, innovation and allow the government to modernize government legacy systems with the technology being developed and deployed in the private sector, including the use of AI.

Improve Federal Hiring and Retention: Facilitate the recruitment and retention of skilled technical personnel in order to increase the effective adoption and deployment of innovative technologies in the public sector and support US leadership in a landscape of global competition.