

Data-driven innovation can improve people's lives. At the same time, people need to trust that their personal information is protected.

A Patchwork of Laws Creates Confusion

State-by-state privacy laws with differing requirements will confuse, frustrate and harm consumers, and stifle innovation.

Whose Privacy Laws Govern This?



THE POTENTIAL OF NATIONAL STANDARDS

- ✓ provide clarity
- ✓ fuel future innovation
- ✓ ensure a level playing field
- ✓ protect consumers equally

Life Insurers Play a Leading Role in Consumer Privacy

We're proud of the fact that our industry has historically been a conscientious and responsible guardian of people's personal information. Our industry has appropriately handled confidential medical and financial personal information for decades, long before the digital era.

Life insurance industry consumers are protected by a wide range of state and federal laws safeguarding their information from unauthorized use.

Consumers can expect life insurers to make smart and responsible decisions to keep personal information private, as they have done for generations.

Congress must act expeditiously on legislation to avoid a patchwork quilt of varying state rules on privacy.