

For Immediate Release

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Washington, DC

ESPC Releases Statement of Support for Federal Privacy Legislation

The Email Sender & Provider Coalition (“ESPC”), comprised of companies that send transactional, relationship, and opt-in marketing emails and perform other digital marketing services for many of the world’s largest brands, applauds Congress and the Administration as they begin work on consideration of a new federal privacy framework in the United States. We appreciate the leadership of both branches of the United States Government in beginning a thoughtful process to update and expand our existing body of Federal privacy law. The ESPC commits to working with both Congress and the Administration to develop a national privacy framework that provides consumers with transparency and control over their personal information, which will facilitate trust in our member companies and their customers, while keeping our member companies free to continue to innovate and communicate with consumers in ways that consumers expect and appreciate.

“The United States has long been the global leader in technology development, and it remains the hub of many of the most successful global companies in the digital ecosystem,” said Dennis Dayman, Chairman of the ESPC. “We look forward to working with Congress and the Administration in a thoughtful process to bring US privacy law into the 21st Century, allowing for consumers to have expanded privacy rights at the Federal level while allowing our members and their customers to continue to grow and create the types of jobs and commerce that make our economy the envy of the world.”