

To: Governor Tar-Míriel

From: Sebastian Stovall

Subject: Privacy Concern information

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Privacy is defined as “the state or condition of being free from being observed or disturbed by other people”. As you know, the people of the state of Númenor have been in an uproar due to the lack of privacy laws to protect their personal information. “Personal information” is known as any data or information that relates directly to a specific person. Anything from someone’s license plate number or address to their signature and date of birth can be considered personal information. Most services today often require customers to put in at least some type of personal information in order to take advantage of the service. With no rules in place to keep these services from respecting the privacy of its consumers, this allows these companies to take advantage of their consumer’s data, which can often be sold to other companies without customer consent, which could possibly put consumer safety at risk when this information circulates around too much. Personal information is also often incorporating into passwords for users, which puts their overall security as a whole at risk when their personal information is leaked unknown and untrusted sources.

Biometric data is defined as “Data relating to the physical, physiological or behavioral characteristics of an individual which allow their unique identification, such as facial images or dactyloscopic data.” (Biometric data). In today’s day and age, biometric authentication is often used on people’s devices and accounts to allow authorization, with almost everyone’s

smartphone either being able to be unlocked with either touch or face ID. When people's biometric authentication can be legally sold without punishment, it puts their security at risk. People phones, bank accounts and even homes could possibly be compromised if their biometric data is at risk.

Personally Identifiable information (PII) is defined as information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual." (Rules and Policies - Protecting PII - Privacy Act). Personally identifiable information includes things such as a person's place of work, daily schedule, or mother's maiden name.

Many citizens have called for the adoption of a regulation similar to the EU's General Data Protection Regulation. The GDPR is in place to protect the EU's citizens right to have control over their personal data. The regulation defines personal data as "any information which are related to an identified or identifiable natural person" (Personal data), and subjects any businesses operating within the EU or selling goods or services to citizens within the EU to harsh fines and possible suspension in the event of sharing consumer information without their consent. The rules also state that in the event that consumer data is compromised, in cases such as a data breach, businesses are required to make victims and proper law enforcement aware in a reasonable amount of time. Finally another one of the main points of the GDPR is that those who handle the personal data of users must handle it with care in the most effective way possible, neglecting to protect people's data from misuse is also punishable under the USDR.

Other states such as the state of Virginia in the United States have adopted similar acts. The Virginia Consumer Data Protection Act (VCDPA) “gives consumers the right to access their personal data and request that it be deleted by businesses” (What is the Virginia Consumer Data Protection Act (VCDPA)? The act also requires companies to conduct data protection assessments to assure that employees are well versed on how to properly protect consumer data. The rules go even as far to keep businesses from being able to modify data so that it is no longer considered personally identifiable, also known as using “de-identified data”).

Overall, with you being up for re-election very soon I believe it makes sense for you to try to propose an act similar to that of the state of Virginia’s for Númenor. The law should at least make it illegal for companies to misuse consumer data, spread other’s data without their consent, or attempt to de-identify other’s data in an attempt to then spread it without their consent. The act should also affect any businesses that do business with the citizens of Númenor. Although it would be difficult, as it would require the definition of personal information to be clearly established to keep companies from attempting to find legal loopholes in the privacy act, it is overall best for not only the re-election campaign, but the citizens of the state in general that this act is passed.

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