



March 3, 2026

The Honorable Kevin Stitt
Governor
State of Oklahoma
Office of the Governor
Oklahoma State Capitol
2300 N Lincoln Boulevard
Oklahoma City, Oklahoma 73105

Re: Senate Bill 546

Dear Governor Stitt:

The U.S. Chamber of Commerce (“Chamber”) strongly supports Senator Brent Howard’s SB 546, which would enact a comprehensive privacy law in Oklahoma that is strongly aligned with the “Consensus Privacy Approach” that has been adopted by eighteen states with privacy laws across the country. In today’s digital economy, it is critical that consumers have strong uniform privacy protections and enjoy innovative products and services.

Businesses, particularly smaller ones, need certainty and predictability when it comes to data protection laws. Nearly all small businesses in Oklahoma use digital tools like payment systems, e-commerce platforms, or AI, and 61 percent of those small businesses are worried about having to comply with a patchwork of differing and conflicting state privacy laws.¹ Over 100 million Americans, in states such as Texas, Colorado, Utah, and Indiana enjoy privacy protections under the Consensus Privacy Approach. Under this framework consumers have the right to delete, access, and correct data as well as opt out of targeted advertising, sales, and certain automated profiling. We believe that the approach of SB 546 strikes the right balance in arming citizens with privacy protection while fostering innovation.

The Chamber appreciates the Oklahoma legislature’s many years of work on the issue of privacy and its consideration of SB 546. The bill provides the strong privacy protections consumers need, and the consistency and workability small businesses require to provide innovative products and services. For this reason, the Chamber encourages you to sign SB 546 into law.

Sincerely,

¹ See U.S. Chamber of Commerce, “Empowering Small Business: The Impact of Technology on U.S. Small Business” (2025) available at <https://www.uschamber.com/assets/documents/20251621-CTEC-Empowering-Small-Business-Report-2025-v1-r10-Digital-FINAL.pdf>.

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