

Dear CAD Team Action recipient - Feel free to print and share this sheet with your action group and friends.

## BAN the sale of location data (from cell phones): Pass the MA "Location Shield Act" this session! (H.86 & S.197)

Every day, unregulated data brokers buy and sell personal location data from apps on our cellphones, revealing where we live, work, play, socialize, seek health care, and more. **Maryland and Oregon have led the way by banning the sale of this sensitive data.** To protect our privacy, safety, access to abortion and other essential health care, **Massachusetts needs to ban this practice now by passing the "Location Shield Act".**

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Action Summary	<p>Call your elected MA state legislators TODAY! Our rights are in peril, and we have a right to privacy!</p> <ul style="list-style-type: none"><li>• READ - The background info below.</li><li>• PREP - Find your legislator's contact info (see link below) &amp; personalize your script.</li><li>• CALL - Using the script template below.</li><li>• BONUS: Send an email through the link in the Bonus Actions section below.</li></ul> <p><b>Estimated time:</b> 15 minutes to 30 minutes.</p>
Why We Think This is Important	<ul style="list-style-type: none"><li>❖ <b>Personal Relevance - High</b> - This is about our privacy!</li><li>❖ <b>Expanded Implications - High</b> -</li><li>❖ <b>Educational Value - High</b> - MA is lagging behind two other states. MA!</li><li>❖ <b>Impact Potential - High</b></li><li>❖ <b>Urgency - High</b> - They could vote on this any day.</li></ul>
Sources	<ul style="list-style-type: none"><li>• <b>ACLU MA</b></li><li>• <b>Jewish Alliance for Law and Social Action (JALSA)</b></li><li>• <b>Progressive Massachusetts</b></li></ul>
Action Prep	<ol style="list-style-type: none"><li>1) Get your MA House Representative's and MA Senator's contact information from <a href="#">HERE</a>. (Enter their contact info into your phone, so you'll have it for the next time.)</li><li>2) Read through the Background Information below.</li></ol>

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	<p>3) Write 1 sentence about how enacting this law could help you or someone you know.</p>
Action Script	<p>Please personalize all the words in <a href="#">blue</a>.</p> <p><b>IF LEAVING VOICEMAIL:</b> Please leave your full street address to ensure your call is tallied.</p> <p> <u>Call Script to Thank Legislators Who Supported H.86 &amp; S.197</u></p> <p><i>"Hi, my name is <a href="#">[Your Name]</a>, and I live in <a href="#">[Town/City]</a>. I'm calling to urge <a href="#">[Rep./Senator Name]</a> to support the Location Shield Act, H.86/S.197 and get it to a vote as quickly as possible.</i></p> <p><i>This bill is important to protect our personal location data and keep everyone safe:</i></p> <p>— <a href="#">[Add your personal reason here.]</a></p> <p>— <i>Especially for people seeking healthcare or escaping abuse.</i></p> <p><i>Thank you for standing up for the privacy and civil rights of Massachusetts families.</i></p> <p><i>Maryland and Oregon are already protecting their citizens. We need to protect ours. Please keep pushing to get this bill passed this session!"</i></p> <p><i>Thank you very much!"</i></p>
Bonus Actions	<ul style="list-style-type: none"><li>• Take a moment to send an email to your MA reps through JALSA's <a href="#">ActionButton</a></li><li>• Share this link with everyone you can: <a href="#">SUBSCRIBE TO THE CAD</a></li></ul>
Background Information	<p><b>What are H.86 &amp; S.197 (Location Shield Act)?</b></p> <p>These bills would prohibit data brokers from selling, leasing, or trading people's cell phone location data without their <i>explicit consent</i>.</p> <p>This data can currently be purchased by almost anyone — including anti-abortion groups, stalkers, ICE, and private bounty hunters — without a warrant.</p> <p><b>Why these bills matter:</b></p> <ul style="list-style-type: none"><li>• The <b>Location Shield Act</b> would ban the sale and trade of cell phone location data. This will protect people who ...</li><li>• Come to MA to access abortions/reproductive healthcare that has been banned in their own states.</li><li>• Go to synagogues and other religious institutions.</li><li>• Frequent LGBTQ+ gathering places.</li><li>• Are trying to flee from domestic violence.</li><li>• Seek gender-affirming care</li></ul>

	<p><b>Status:</b> The bills were favorably reported out of the Joint Committee on Advanced Information Technology, the Internet and Cybersecurity. They need to move forward to the House Ways &amp; Means Committee and then to the floor for a vote.</p> <p><a href="#">Ban the Sale of Cellphone Location Data</a> (ACLU MA); <a href="#">specifically highlighting the dangers that this unregulated industry poses to the LGBTQ community</a> (Mobilize/ACLU MA); and <a href="#">protecting everyone's individual privacy</a> (JALSA in partnership with ACLU MA).</p>
<p>More Background info on Similar Bills Passed in MD and OR</p>	<p> Maryland – “Maryland Online Data Privacy Act of 2024” (H.B. 567, signed May 2024) <b>Goes into effect: October 2025</b></p> <p>✓ <b>Strict ban on the sale of sensitive data</b> — including precise geolocation data, biometric data, sexual orientation, health data — <i>without the consumer’s explicit consent</i>.</p> <ul style="list-style-type: none"> <li>• Different from older “opt-out” models: it’s an <b>opt-in</b> requirement for sensitive data.</li> <li>• Applies even if the consumer didn’t explicitly ask to opt out: the default is <b>don’t sell</b>.</li> </ul> <p>✓ Applies specifically to <b>data brokers and first-party controllers</b>.</p> <p>✓ <b>Requires data minimization</b>: companies can only collect, use, or store data that’s reasonably necessary to provide the service.</p> <p><b>What’s unique:</b></p> <ul style="list-style-type: none"> <li>• Moves from the CCPA-style “opt-out” to an <i>opt-in</i> standard for sensitive data.</li> <li>• Applies data minimization broadly, not just to location data.</li> <li>• One of the first comprehensive privacy laws on the East Coast that covers <b>all consumers</b>, not just residents who take action.</li> </ul> <hr/> <p> Oregon – Oregon Consumer Privacy Act (SB 619, signed July 2023) <b>Went into effect: July 1, 2025</b></p> <p>✓ Covers <b>sale of sensitive data</b>, including precise geolocation.</p> <ul style="list-style-type: none"> <li>• Requires <b>opt-in consent</b> before collecting or selling sensitive data.</li> <li>• Consumers don’t have to file a request to be protected.</li> </ul> <p>✓ Defines “sensitive data” to include:</p> <ul style="list-style-type: none"> <li>• Precise geolocation data (location accurate to within ~1,750 feet)</li> <li>• Health, race, religious beliefs, sexual orientation, etc.</li> </ul> <p>✓ Includes <b>right to delete, correct, or access data</b>, and requires data protection assessments.</p> <p><b>What’s unique:</b></p> <ul style="list-style-type: none"> <li>• Explicitly includes <b>opt-in consent</b> for the collection and use of precise geolocation data — stronger than California, Virginia, and most earlier laws.</li> <li>• Applies to many data brokers <b>and</b> regular businesses.</li> </ul>

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