AARON PESKIN
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August 1, 2018

Ballot Simplification Committee
City Hall, Room 48
1 Dr. Carlton B. Goodlett Pl.
San Francisco, CA 94102

Dear Ballot Simplification Committee Members,

Thank you for your thoughtful consideration of the ballot measure digest for the Privacy First Policy. I hereby request reconsideration of the draft digest and am enclosing two alternative proposals for your consideration.

Principally, I would like to highlight the importance of describing, even in broad strokes, the substance of the privacy principles – or "guidelines" – contained within the Privacy First Policy. I stress their importance because if voters approve this ballot measure, the City would be required to incorporate these principles into the consideration of any future privacy laws, regulations, policies or practices (*see* Text of Proposed Charter Amendment, subsection (e)).

Sincerely,

Aaron Peskin

Encl.

PROPOSED ALTERNATIVE 1:

The Way It Is Now: The City has laws that provide some privacy protections in the collection, storage, sharing or use of personal information by the City and its contractors. The City does not have a comprehensive policy regarding the protection of personal information.

The Proposal: Proposition _____ would amend the City Charter to include a comprehensive set of privacy principles regarding the collection, storage, sharing and use of personal information by:
- The City;
- Third parties who hold contracts or leases with the City; and
- Third parties who receive grants, permits, or licenses from the City.

The privacy principles would provide guidance to City policymakers when creating any future privacy-related laws to ensure that any collection, storage, sharing or use of personal information is transparent, accessible, unbiased, consensual, secure and limited to accomplish a lawful purpose.

Proposition _____ would also require the City Administrator to propose an ordinance to the Board of Supervisors including rules that are consistent with those principles.

A "YES" Vote Means: If you vote "yes," you want to amend the City Charter to include comprehensive privacy principles and require the City Administrator to propose an ordinance consistent with those principles.

A "NO" Vote Means: If you vote "no," you do not want to make these changes.

ALTERNATIVE 2:

The Way It Is Now: The City has laws that provide some privacy protections in the collection, storage, sharing or use of personal information by the City and its contractors. The City does not have a comprehensive policy regarding the protection of personal information.

The Proposal: Proposition ____ would amend the City Charter to include a comprehensive set of privacy principles to guide the City when considering laws regarding the collection, storage, sharing or use of personal information.

Proposition ___ would require future laws regarding privacy to be consistent with the privacy principles to ensure that:
- Personal information is collected, stored, shared or used only for a lawful or authorized purpose;
- Personal information is secure from unauthorized access, misuse, or accidental destruction;
- Individuals have an opportunity to provide or deny consent to the collection, storage, sharing or use of their personal information; and
- Individuals have access to and an opportunity to correct any inaccurate information about them.

Proposition ____ would also require the City Administrator to propose an ordinance to the Board of Supervisors regarding the collection, storage, sharing and use of personal information by:
- The City;
- Third parties who hold contracts or leases with the City; and
- Third parties who receive grants, permits, or licenses from the City.

A "YES" Vote Means: If you vote "yes," you want to amend the City Charter to include comprehensive privacy principles and require the City Administrator to propose an ordinance consistent with those principles.

A "NO" Vote Means: If you vote "no," you do not want to make these changes.