



Dear Chair Urban and Board Members,

The undersigned Californians are excited about the opportunities that artificial intelligence offers our small businesses. We work hard every day to grow our businesses so we can hire more people, pay them well, and grow more. AI-powered tools are valuable for many aspects of small businesses, including customer relations, marketing and advertising, hiring and recruiting, project planning, purchasing, and delivery route planning.

We are concerned that proposed rules regarding consumer privacy and automated decision-making could undermine the value of small business AI – technology that small businesses need in order to compete against larger firms. Consumer opt-outs of AI decision tools would make it less likely we will hire people who opt out, impossible to plan delivery routes, and drastically reduce the effectiveness of our marketing and advertising to existing customers with whom we have relationships.

AI is powerful software, but it's just another way we deliver value to clients, customers, and team members. AI-powered tools help us make better decisions and operate more efficiently. There is nothing risky about small businesses using AI in lawful ways – additional government regulation will just slow us down and hurt our businesses.

Please reconsider the scope of these regulations. Instead of regulating technology that provides enormous benefits, we urge the agency to regulate practices that harm individuals. California is a tough state for small businesses. Please don't make it harder.

Sincerely,

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