



January 8, 2015

To Whom It May Concern,

It has come to the attention of the Salt Lake Chamber that your state legislature is considering the implementation of a Child Protection Registry. We are writing this letter in order to help your members know what our experience has been with the Utah Child Protection Registry over the last 9 years.

Since 2004, the Salt Lake Chamber has not experienced any negative business impact as a result of this program. The scope of the registry has been limited to those businesses that market alcohol, tobacco, pornography, gaming and illegal drugs, with no other industries being affected. Additionally, these are products that should not be marketed to minors and because the registry is completely optional for individuals who do not wish to receive these advertisements, we fully support the objectives of this program.

We believe that a thriving business community and the well being of our residents contribute to a positive environment that makes Salt Lake City a desirable place to live and work. The Utah Child Protection Registry has given parents the ability to ensure our most precious resource; children, are protected from those marketing enticements that can be harmful to young minds. Not only has the impact on local businesses been negligible, we consider this program to be a great asset to our members and their families.

We support this program in our community and applaud our legislature for giving Utah parents an extra tool in protecting their children online. Please feel free to contact me for any additional questions you may have.

Sincerely,

Lane Beattie
President and CEO Salt Lake Chamber