



January 18, 2022

The Honorable Whip Dick Durbin
Chairman
Senate Committee on the Judiciary
SH-711, Hart Senate Office Building
Washington, DC 20510

The Honorable Chuck Grassley
Ranking Member
Senate Committee on the Judiciary
SH-135, Hart Senate Office Building
Washington, DC 20510

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Ramiro A. Cavazos
President & CEO

Dear Chairman Durbin and Ranking Member Grassley,

On behalf of the United States Hispanic Chamber of Commerce (USHCC) and our Board of Directors, we wanted to reach out to you regarding upcoming legislation that seeks to regulate technology platforms.

The USHCC actively promotes the economic growth, development, and interests of more than five million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year. We also serve as a platform for our nationwide network of over 260 local Hispanic chambers of commerce.

Since March 2020, the internet and digital tools have become lifelines for America's more than 32 million small businesses as the pandemic took away well founded, traditional forms of reaching and providing services to consumers. Technology has allowed businesses to pivot quickly, reach and serve their customers, and find new ones. These new technologies have also provided an immense opportunity for the Hispanic business community to bridge the racial equity gap. Recent data from [the Nielsen Company](#), shows that the internet is a natural first resource for U.S. Hispanics, as 60% were born or grew up during the internet age, versus only 40% of non-Hispanic Whites. Furthermore, U.S. Hispanics over-index the U.S. total population by 9% for smartphone ownership, giving us an edge with the use of these technologies.

We understand the need to regulate technology and social media platforms. However, we urge you to carefully consider the unintended consequences that any technology related legislation could have on the communities that depend on these channels to keep their businesses open and afloat. We believe that these consequences could disproportionately harm small and minority-owned businesses as we have adopted these technologies at a far greater rate than our non-Hispanic counterparts.

Specifically, social media, technology-based advertising, and digital tools are now the primary way that Hispanic businesses reach their customer base and run their day-to-day operations. As a result, new virtual spaces for shared customs and traditions, common language, and greater community solidarity have taken hold where few existed before.

Technology and social media regulation must not cripple our Hispanic small businesses, their entrepreneurs, innovators, job-creators, and customers. We have all come to depend on various technologies and social media platforms in order to survive. We believe that legislators must conduct the necessary research and outreach to arrive at a comprehensive solution that solves today's problems without taking a lifeline away from our nation's most vulnerable businesses and communities.



Thank you for your service and partnership in supporting America's Hispanic and minority owned businesses as well as the more than 62.5 million Latinos/as living in America. If you have any questions, please do not hesitate to reach out to C. LeRoy Cavazos-Reyna, Vice President of Government and International Affairs via phone at 956-844-9628 or email at LCavazos@ushcc.com. We commend this committee's work to promote a healthy competitive technological environment and look forward to a positive outcome on this important legislative matter.

Respectfully,

Ramiro A. Cavazos
President & CEO
U.S. Hispanic Chamber of Commerce

CC: The Honorable Marsha Blackburn
The Honorable Dick Blumenthal
The Honorable Cory Booker
The Honorable John Cornyn
The Honorable Tom Cotton
The Honorable Chris Coons
The Honorable Ted Cruz
The Honorable Dianne Feinstein
The Honorable Lindsey Graham
The Honorable Josh Hawley
The Honorable Mazie Hirono
The Honorable John Kennedy
The Honorable Amy Klobuchar
The Honorable Patrick Leahy
The Honorable Mike Lee
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The Honorable Alex Padilla
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The Honorable Sheldon Whitehouse
The Honorable Raul Ruiz, Congressional Hispanic Caucus (CHC)