

Electronic Transactions Association

2018 Legislative & Regulatory Priorities

General Principles ETA supports:

- 1) a competitive marketplace**
- 2) a positive policy environment to encourage fintech**
- 3) harmonization between federal and state policies**
- 4) a tailored approach to regulations**

Promote Financial Participation and Financial Well-being

- Develop and support measures that seek to expand financial participation to the underserved.
- Promote how electronic transactions enhance people's and small businesses' financial well-being.

Strengthening the Payments System

- Establish uniform data breach notification standards.
- Establish appropriate federal data security standards for non-banks.
- Reform the patent system.
- Continue Educational efforts aimed at policymakers around technological issues like EMV, tokenization, P2P online, small business lending, etc.
- Support for market-based incentives to purchase data breach insurance.

Encourage Innovation in Payments

- Work to ensure a robust, competitive environment for payments technology to continue to evolve.
- Support legislation and regulation to encourage partnerships between fintech companies and traditional financial services companies.
- Support efforts to modernize, and provide more open access to, government records.
- Modernize the Telephone Consumer Protection Act to recognize modern forms of communication.
- Oppose government efforts to mandate payments technology standards.
- Foster a positive environment for small business lending.
- Educate on alternative uses of data.

Federal Regulatory Issues

- Create a positive regulatory involvement for fintech and financial services.
- Ensure that regulators do not conflate consumer lending and small business lending.
- Support efforts to reform the Consumer Financial Protection Bureau by restructuring to a 5-person Board from a single director and/or make subject to annual appropriations.
- Encourage dialogue between regulators and innovators through initiatives like innovation offices and/or regulatory sandbox initiatives.
- Encourage “right-sized” regulatory responses that are appropriately tailored and supportive of innovation.
- Remain watchful for efforts to limit the ability of a company to offer arbitration to resolve disputes.



State Issues

- Oppose unnecessary or burdensome new regulation on the payments industry.
- Provide education on the modern electronic payments industry.
- Oppose the application of new or expanding existing taxes to the payments industry.
- Provide certainty around money transmitter laws.
- Support the establishment of uniform, harmonized state licensing and supervisory regimes that ease multistate burdens.