

## BUSINESS INNOVATION, TECHNOLOGY AND SECURITY

### OPPORTUNITY TO IMPROVE THE BUSINESS CLIMATE

The United States and Kentucky face significant challenges and opportunities in the realms of cybersecurity, data privacy, and artificial intelligence (AI). A federal framework is the best option to provide American businesses with the certainty they need to invest in AI development and data security for ease of compliance. There aren't such measures in place, and they appear to be far on the horizon. Kentucky stands at a pivotal moment with a unique opportunity to significantly improve its business climate through thoughtful information technology policy development. Embracing these technological advancements can increase efficiency, productivity, and competitiveness for businesses across various sectors. Reasonable measures to protect citizens and businesses through cybersecurity and data privacy guardrails will also ensure a secure and trustworthy business environment, enhancing consumer trust and business resilience. Kentucky has the potential to become a hub for innovation, attracting businesses and talent that drive economic prosperity, all while maintaining a strong commitment to safeguarding data and privacy.

### APPROACH TO TACKLE THE ISSUE

- Promote cybersecurity education, training, and infrastructure.
- Develop a stronger cybersecurity/technology workforce pipeline.
- Encourage the federal government to develop national data privacy and artificial intelligence policy.
- Craft clear and reasonable state data privacy legislation to reflect business environment changes.
- Urge a study of regulatory gaps before implementing new regulatory frameworks for AI.
- Promote assessments of existing laws that can protect consumers and businesses in AI applications.
- Increase resources to law enforcement to more effectively manage, mitigate and enforce cybercrime laws for small businesses.

### WHY DOES IT MATTER TO MY BUSINESS

- Encourage the federal government to develop reasonable data privacy and AI regulations.
- Promote cybersecurity education and response training.
- Collaborate to develop cybersecurity workforce programs.
- Study and assess any current laws impacting data security and AI for legal gaps before making changes.

### WHAT WE ARE ASKING AN ELECTED OFFICIAL TO DO

- Encourage the federal government to develop reasonable data privacy and AI regulations.
- Promote cybersecurity education and response training.
- Collaborate to develop cybersecurity workforce programs.
- Study and assess any current laws impacting data security and AI for legal gaps before making changes.
- Increase resources to law enforcement to more effectively manage, mitigate and enforce cybercrime laws for small businesses.