

To: Interested Parties  
From: Future Majority  
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Proposal: **Create a personal data tax on Big Tech companies profit from Americans' data**

Pitch: Imposing a new personal data use tax on Big Tech companies' profits from individual consumer data achieves two goals: It is a way to stem the practice to address concerns of consumer rights advocates and a way to develop a new source of revenue for projects like infrastructure to invest in growing our economy.

30 Second: Americans personal data is their property and they are rightly concerned that major online platforms and large companies systemically gather, analyze and sell users' personal information to make money. Dr. Robert Shapiro conducted a [study](#) for Future on this new, specific personal data tax to generate much needed revenue by taxing companies like Google, Facebook, and Amazon for using Americans' personal data. This proposal returns a benefit to Americans who currently receive nothing in return for Big Tech that is harvesting their data for massive profits.

3 Fact Points:

1. **Overwhelming bipartisan support for the proposal:** Over the course of four recent surveys, Future Majority found voters in swing congressional districts and battleground states overwhelmingly support this idea at 90%+. **It is extremely popular among all voter demographics.**
2. **This industry will grow:** According to the [study](#) by Dr. Shapiro, by the end of 2022 the data harvesting industry is projected to grow to \$198 billion. By 2022, a projected 321.1 million Americans will use the internet and the companies considered here will generate an estimated \$197.65 billion from their personal information, so the 50-50 split would come to about \$308 per-person.
3. **Opportunity for investment:** By 2022, The World Bank estimates that we will need \$442 billion in infrastructure investments, or \$135 billion less than projected spending of \$317 billion. The 50 percent fee would cover \$98.8 billion of the \$135 billion shortfall or about 73 percent of the gap. Or, the 50 percent fee on the projected revenues from using people's personal information could cut the federal budget deficit by \$98.8 billion in 2022.

**Criticism and Pushback:**

- Washington special interests: Much of the push back will be from the armies of lobbyists representing the technology community who will claim this policy will stifle innovation and growth. However, during the pandemic these companies have seen a massive increase in their profits and market capitalization which would total \$8.3 trillion dollars as of April 2021.

Contact Mark Riddle at [mark@futuremajority.org](mailto:mark@futuremajority.org) with any questions and find additional materials at [www.futuremajority.org](http://www.futuremajority.org).