

**ADT Security Services' Testimony
Before the Committee on Government Affairs**

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Chair Dondero-Loop and members of the Committee, thank you for this opportunity to speak with you today. My name is Holly Borgmann, and I am the Vice President of Government Affairs for ADT Security Services.

With more than 145 years of industry experience, ADT is the leading provider of electronic security services in the United States. On behalf of our seven million customers and more than 17,000 employees who help save lives for a living, I would like to thank you for this opportunity to offer our strong support for Senate Bill 253.

False alarms are a serious issue for our industry, and as such, ADT supports efforts to meaningfully reduce false alarms, including the establishment of false alarm reduction programs created at the local level that encourage proper use of alarm systems and fine users for excessive false alarms. Studies have shown that, in general, 80% of false alarms are generated by 20% of alarm users. Fining chronic misusers of alarm systems can dramatically reduce the number of false alarms.

Unfortunately, some municipalities in recent years, in the interest of expediency, have enacted programs that fine the alarm company for their customers' false alarms, as opposed to the user generating the false alarm. The alarm company is then forced to attempt to recoup the money from the user. This is the equivalent of sending an individual's speeding ticket to

General Motors. It does little to change user behavior, denies the user the right to confront their accuser and access to due process, and fines an innocent party for the actions of another. SB 253 clarifies that fines can only be issued to the party at fault for the false alarm.

Senate Bill 253 also modernizes rules requiring the listing of license numbers on advertisements to allow companies to provide a web address or telephone number where license information can be obtained. Currently, companies that operate in multiple states must either craft a separate advertisement for each state, or create one television, radio, or print ad that includes license numbers and any other required information for nearly 30 different states, which are then read through at the end of a radio spot, or included at the end of a television commercial. While a good idea in concept, this likely provides little to no usable information for consumers.

ADT supports requirements that alarm companies be licensed in the state, as well as strong consumer protection provisions that allow customers to research service providers and companies. We believe that it would be far more consumer-friendly to allow alarm contractor companies to refer customers to an easy-to-remember web address in advertisements that includes all state license information, as opposed to reading through multiple license numbers and other required information for 30 different states.

In closing, I respectfully ask that the committee vote in favor of Senate Bill 253. Thank you for your time and consideration.