May 21, 2019

The Honorable Toni G. Atkins

Chair, Senate Rules Committee

State Capitol, Room 205

Sacramento, CA 95814

**Re: AB 1790 (Wicks) – Support**

Dear Senator Atkins,

On behalf of the California Association of Micro Enterprise Opportunity (CAMEO), I write in support of bill AB 1790 (Wicks). The bill will promote equitable market competition in online e-commerce marketplaces.

CAMEO is California’s statewide network made up of over 230 organizations, agencies, and individuals dedicated to furthering microbusiness development in the state. Annually, CAMEO members serve about 34,000 very small businesses with training, business and credit assistance and loans. These firms – largely start-ups with less than five employees – support or create 51,000 new jobs in California and generate a total of $2.5 billion in economic activity.

This bill requires online marketplaces to be transparent about terms and conditions for sellers. These disclosures will help give small and micro business sellers the information they need to make decisions about the e-commerce marketplaces they use. The bill also ensures that third-party sellers know the rules of engagement before contracting with a specific marketplace platform.

For these reasons, we are proud to support AB 377 and thank you for your leadership in bringing this bill to the California legislature. If you have any questions regarding this request, please feel free to contact Heidi Pickman, 415.992.4480 or at hpickman@microbiz.org.

Sincerely,

Carolina Martinez, CEO