
SENATE CONCURRENT RESOLUTION

REQUESTING A STUDY ON THE SALE OF TELEPHONE CUSTOMER USAGE
PATTERN RECORDS.

1 WHEREAS, data mining uses statistics and artificial
2 intelligence to build models that predict customer behavior; and
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4 WHEREAS, technology enhances the procedure by automating
5 the mining process, integrating it with commercial data
6 warehouses, and presenting it in a relevant way for business
7 users; and
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9 WHEREAS, the information gleaned from data mining helps
10 marketing users to target marketing campaigns more accurately
11 and to align campaigns more closely with the needs, wants, and
12 attitudes of customers and prospective customers; and
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14 WHEREAS, telephone company records contain information
15 regarding residential telephone customer usage patterns that may
16 be of value to businesses that are trying to develop or improve
17 the markets for their products or services; and
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19 WHEREAS, businesses may seek to purchase customer usage
20 patterns information from telephone companies in order to
21 further their business interests; and
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23 WHEREAS, the sale of information regarding a telephone
24 customer's usage record raises issues related to privacy
25 concerns and the conflict between business and individual
26 interests; and
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28 WHEREAS, the telephone industry in the State of Washington
29 has proposed to sell residential telephone customer usage
30 pattern records to telemarketers, and Hawaii may be faced with a
31 similar situation in the near future; and
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33 WHEREAS, a better understanding of the issue would
34 facilitate its consideration by policymakers; now, therefore,



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 2 BE IT RESOLVED by the Senate of the Twenty-third
 3 Legislature of the State of Hawaii, Regular Session of 2006, the
 4 House of Representatives concurring, that the Legislative
 5 Reference Bureau is requested to study the issue of the sale of
 6 telephone customer usage pattern records to telemarketers; and
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8 BE IT FURTHER RESOLVED that the Legislative Reference
 9 Bureau is requested to submit its written findings and
 10 recommendations, including any proposed legislation, to the
 11 Legislature no later than twenty days before the convening of
 12 the Regular Session of 2007; and
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14 BE IT FURTHER RESOLVED that certified copies of this
 15 Concurrent Resolution be transmitted to the Acting Director of
 16 the Legislative Reference Bureau and the Chair of the Public
 17 Utilities Commission.
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