

Advocacy Work Q3 FY2026 (April 1, 2026 – June 30, 2026) Last updated July 2, 2026

Summary: *ABA's Advocacy Division's key focus in the 3rd quarter was working toward a legislative solution regarding the onslaught of frivolous ADA website compliance lawsuits, swipe fee reform, and CIPA lawsuits in California. This update does NOT include ABA's free expression work. View ABFE's quarterly updates on BookWeb.*

Quarter 3

CIPA Privacy Law in California. ABA submitted a memorandum of support in support of SB 690, providing critical relief to small businesses by clarifying the application of the California Invasion of Privacy Act (CIPA) to modern, standard e-commerce practices. An ABA bookstore member in California has already been hit with a frivolous privacy lawsuit, falling victim to a predatory trend where plaintiffs' firms weaponize 1960s-era anti-wiretapping statutes to attack modern website features.

These lawsuits baselessly claim that standard business technologies — such as chat widgets, marketing pixels (including those from Meta and Google), and session-replay software — function as illegal “wiretaps” or “pen registers” simply because they operate in the background of a website interaction. SB 690 provides a necessary “safe zone” for businesses that process data for legitimate commercial purposes. By explicitly clarifying that these standard tools, when used in a manner consistent with business operations and consumer privacy rights, do not constitute illegal devices under the Penal Code, this bill will end the uncertainty currently plaguing small retailers. SB 690 subsequently passed California's privacy committee and is now with appropriations.

Letter to FTC: Amazon's “Buy For Me” Program. ABA wrote Federal Trade Commission Chair Andrew Ferguson expressing concern regarding Amazon's use of aggressive, AI-driven automated scraping to exploit independent business websites. ABA argued that the practice constitutes unfair competition, involves the unauthorized usage of proprietary data, and deliberately circumvents anti-bot protections — all of which cause significant harm to independent bookstores and small businesses nationwide.

Trademark Application for “Blind Date with a Book.” ABA submitted a letter of protest in opposition to the trademark application for the phrase “Blind Date with a Book.” In part due to this protest letter, the US Patent and Trademark Office (USPTO) issued a “Nonfinal Office Action” rejecting the trademark application for the phrase “Blind Date with a Book.” It is NOT a final denial, however. The applicants have three months to respond to the “Nonfinal Office Action.”

ADA Bills. ADA website compliance momentum grew this quarter with the finalization of a Senator Budd's Senate bill that is scheduled for introduction in July. ABA's Advocacy team has been working with Budd's office on the ADA issue for the past year. The Online Accessibility Coalition continued to meet regularly to discuss ways to move the issue forward.

State Swipe Fee Legislation. ABA issued a comment in opposition to the US Treasury rules that would not only nullify the Illinois legislation to prohibit swipe fees on sales tax and gratuities, but also on the rule nullifying any other state laws that did the same thing. Focus has now turned to federal legislation as well as state legislation to reform chargebacks so that liability does not rest primarily with retailers.

Tariffs. In its tariffs updates on [BookWeb](#) Advocacy reported that the US Customs and Border Protection announced in at the end of March that it is developing a streamlined process for refunding an estimated \$166 billion in tariff money that the Supreme Court ruled as illegal, as reported by Reuters.

Health Insurance. ABA continued researching health insurance options to help booksellers provide health insurance for themselves and staff.

Legislative Meetings. Over three months, the Advocacy team held more than 10 virtual meetings, bringing together booksellers with key senate offices in support of the Credit Card Competition Act.

Small Business Rising. Advocacy participated in regular meetings with [Small Business Rising](#), a coalition of independent organizations working in support of stronger antitrust enforcement in the face of Amazon's anticompetitive behavior.

Gallagher Partnership. Advocacy provided booksellers with regular updates and emails during the Open Enrollment period, offering information on ABA's health insurance partnership with Gallagher.

Children's Institute in Schaumburg, Illinois. The Advocacy team was on hand at the Ask Advocacy table, answering questions from booksellers regarding advocacy and free speech.

[Quarter 2](#)

ADA Bills. ADA website compliance momentum grew this quarter with two US House of Representative bills being introduced to tackle the issue of frivolous lawsuits waged against small businesses' websites. One bill was introduced by Rep. Graves of Missouri, and the second by Rep. Calvert of California. ABA's Advocacy team has been working with Calvert's office on the ADA issue for the past year. The Online Accessibility Coalition continued to meet regularly to discuss ways to move the issue forward.

State Swipe Fee Legislation. ABA worked with a number of other associations and businesses in support of state swipe fee legislation. Initial successes occurred in Pennsylvania, Colorado, and Delaware as bills were voted out of committee, and in supporting swipe fee bills in Oklahoma, Georgia, and Vermont. The bills would prohibit swipe fees on sales taxes and gratuities. Additionally, after conducting a mailing to state legislators, lawmakers in Maryland, North Carolina, South Dakota, and Illinois expressed interest in introducing swipe fee reform legislation. Advocacy also joined a Colorado coalition of businesses in support of the swipe fee legislation in the state.

Tariffs. On February 20, President Trump signed an executive order (EO) imposing a new 10% “global tariff” under Section 122 of the Trade Act of 1974. Informational materials are exempt from the order. The EO came hours after the Supreme Court struck down his sweeping “reciprocal” import duties in a major rebuke of his trade agenda, according to media reports. The Section 122 tariffs took effect on February 24 and are good for a period of 150 days (July 24, 2026). The global tariffs do not include Canada and Mexico, so long as the goods are compliant with the US-Mexico-Canada (USMCA) agreement. ABA continues to update its tariff page as necessary on BookWeb.org’s advocacy page.

Health Insurance. Based on feedback from a number of bookseller members at Winter Institute, ABA began researching health insurance options to help booksellers provide health insurance for themselves and staff. One option is Association Health Plans, which would allow members to pool their resources across the state lines to garner better pricing on health insurance.

Legislative Meetings. At Winter Institute, the Advocacy team and five Pennsylvania booksellers met with the office of Pennsylvania Senator McCormick to discuss a number of small business issues, including ADA website compliance, the Credit Card Competition Act, and antitrust. Advocacy also had virtual meetings with the office of Senator Fetterman, who says he will support the Credit Card Competition Act. There were also meetings with Senator Balkema in Illinois regarding crafting legislation to tackle chargebacks.

Small Business Rising. Advocacy participated in regular meetings with Small Business Rising, a coalition of independent organizations working in support of stronger antitrust enforcement in the face of Amazon’s anticompetitive behavior.

LIG Partnership. Provided booksellers with regular updates and emails during the Open Enrollment period, offering information on ABA’s health insurance partnership with LIG Solutions.

Quarter 1

Formed a coalition around ADA website compliance lawsuits. Formed the Online Accessibility Coalition with 11 other organizations, including the National Federation of Independent Business, Outdoor Hospitality Industry, National Grocers Association, and the National Association of Convenience Stores among other associations.

December Fly-In. ABA, along with eight booksellers, traveled to Washington, DC, to participate in a Fly-In in support of the Credit Card Competition Act on December 11, 2025.

Worked with Congressman Calvert on ADA Bill. Congressman Calvert of California hopes to introduce an ADA website compliance bill in January.

State Swipe Fee Legislation. ABA met with Utah state representative Jill Koford about introducing legislation that would prohibit swipe fees on sales tax and gratuities.

Vermont Battle Over Amazon Warehouse. The Advocacy division continued to advocate for booksellers in Essex, Vermont, and their fight against a development that would include an Amazon warehouse. Advocacy traveled to Washington, DC.

Tariffs. The Trump Administration's tariff policy remained fluid and unclear throughout the first quarter. ABA responded with regular updates to its tariff page as necessary. ABA has worked with booksellers and UK publishers, assisting them in navigating the tariff chaos.

Advocacy Meetings. A representative from the Advocacy team traveled to Washington, DC, to meet with six House offices and one Senate office regarding finding a solution to frivolous ADA website compliance lawsuits that are impacting small businesses. Met with four Senate offices with booksellers in support of the Credit Card Competition Act.

BTW. Advocacy provided weekly updates on its activities in ABA's weekly newsletter, *Bookselling This Week*.

Legislative Outreach. Overall, Advocacy totaled 58 legislative actions in the first quarter, including 23 campaigns and informational broadcasts, as well as 27 meetings with both state and federal lawmakers. Key topics advocated for included antitrust, ADA website compliance, Association Health Plans, swipe fee reforms and free expression.

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