



May 15, 2014

Via Electronic Submission (<http://www.regulations.gov>)

Monica Jackson
Office of the Executive Secretary
Consumer Financial Protection Bureau
1700 G Street, NW
Washington, DC 20552

**Re: Amendment to the Annual Privacy Notice Requirement under the Gramm-Leach
Bliley Act (Regulation P) – Docket No. CFPB-2014-0010/RIN 3170-AA39**

Dear Ms. Jackson:

SIFMA¹ appreciates the opportunity to comment on the above-captioned notice but hereby requests that the Bureau extend the current 30-day comment period to a 90-day comment period. This proposal may impose substantial operational and legal challenges related to the format and delivery of annual privacy notices which would significantly impact our member firms. As such, we concur with the analysis made in the extension request letter to the Bureau by the American Bankers Association, the Community Bankers Association, the Financial Services Roundtable and the Independent Community Bankers of America, dated May 13, 2014. By granting a longer comment period, SIFMA and the other trade associations will be better able to provide the Bureau with a more thorough analysis of the impact these rules may have on firms and investors, as well as propose workable alternatives.

If you have any questions or you would like to discuss this request further, please contact me at 202-962-7385.

Respectfully submitted,

/Melissa MacGregor/

Melissa MacGregor
Managing Director & Associate General Counsel

¹ The Securities Industry and Financial Markets Association (SIFMA) brings together the shared interests of hundreds of securities firms, banks and asset managers. SIFMA's mission is to develop policies and practices which strengthen financial markets and which encourage capital availability, job creation and economic growth while building trust and confidence in the financial industry. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA).