

**SB 95 STAFF MEASURE SUMMARY**

**Senate Committee On Labor and Business**

---

**Prepared By:** Tyler Larson, LPRO Analyst

**Meeting Dates:** 2/2

---

**WHAT THE MEASURE DOES:**

Authorizes Oregon Liquor Control Commission (OLCC) to utilize commercial data in its possession to create reports and analysis. Allows commission to market, sell, and license use of data and analysis to private entities and dedicates revenue from allowed activity to agency accounts. Requires data and analysis to preserve anonymity of source and not contain personally identifiable information. Permits commission to enter into contracts with private entities to capture or compile commission data and receive payments.

**ISSUES DISCUSSED:**

**EFFECT OF AMENDMENT:**

No amendment.

**BACKGROUND:**

The Oregon Liquor Control Commission (OLCC) regulates the sale and service alcoholic beverages and the production, processing, and sale of recreational marijuana to allow access to responsible adults while protecting Oregon's public health, safety, and community livability. The agency regulates thousands of alcohol and recreational marijuana licensees and administers a variety of regulations based on licensee activity, including the production, distribution, and sale of regulated products.

SB 95 allows OLCC to market, sell, and license the use of commercial sales and industry data in its possession. The measure allows the agency to contract with private entities for the capture and compilation of agency data and to accept payments. Revenue from the use of agency data is dedicated to existing agency accounts. Any data shared by the agency must preserve the anonymity of the source and cannot contain personally identifiable information.