



The League of Women Voters of Oregon is a 102-year-old grassroots nonpartisan political organization that encourages informed and active participation in government. We envision informed Oregonians participating in a fully accessible, responsive, and transparent government to achieve the common good. LWVOR Legislative Action is based on advocacy positions formed through studies and member consensus. The League never supports or opposes any candidate or political party.

February 2, 2022

To: [Representative Paul Holvey](#), Chair
[House Committee On Business and Labor](#)

Re: **[HB 4017](#)** – Oregon Data Broker Registry – **Support**

The League supports HB 4017, to establish an Oregon Data Broker Registry, based on our LWVOR privacy and cybersecurity position. We support the bill and the affect it would have in protecting Oregonians as consumers, patients, victims of domestic violence, minorities, and others. Basically, most of us would benefit from passage of this bill. We encourage you to read our February 2020 [Privacy and Cybersecurity Today study](#) with [related materials](#). Numerous references to Data Brokers explain our concerns, with a general description on page 14. We urge ongoing legislative attention to privacy and cybersecurity issues because they evolve quickly.

Data brokers have a critical presence affecting many privacy issues discussed in the Attorney General’s Consumer Privacy Task Force, details announced in [August, 2019](#). The Attorney General has assembled a profoundly informed group for this Task Force, of more than 100, including experts, some world-class, with voices knowledgeable about many kinds of data markets, and advocacy stakeholders.

We will avoid repeating content covered in other testimony. Please consider how data brokering can influence elections. The League is working for campaign finance reform, and we know that costs of political races in Oregon have been breaking records. The stakes are high so strategic campaigning is vital, as described below. This makes the noncompliance penalties proposed in the bill seem like a budget item. We could consider refining to a scaled penalty system in updates so that it can apply equitably and effectively, reflecting the magnitude of infractions involved. Meanwhile, we support this bill and do not want to delay passage on these grounds. See page 24 of our study¹:

“Political parties have adopted some E-commerce practices based on third-party voter data use, including micro-targeting social media and other ads, targeting specific voters and sharing personal data via commercial data brokers. Bennett further notes: ‘To a considerable extent, these practices have been facilitated by the absence of information privacy laws that apply to political parties and election campaigns, and by the First Amendment to the Constitution that provides robust protections for freedom of speech and association’ (2013).”

We urge your Support of HB 4017 and we look forward to ongoing Task Force work.

Thank you for the opportunity to discuss this legislation.

Rebecca Gladstone
Elections Portfolio
President LWVOR

Norman Turrill
Governance Coordinator

¹ Bennett, C J. (2013) [The politics of privacy and the privacy of politics: Parties, elections and voter surveillance in Western democracies](#). First Monday, 18, 8.