

# PROTECTING CHILDREN'S DATA PRIVACY IN OREGON

Parents in Oregon have a powerful new tool to secure their children's personal data: the Oregon Consumer Privacy Act. The new law, which took effect in July 2024, requires most larger businesses to limit the collection of personal data, keep it secure and provide extra protection for the data of children and teens. Parents or legal guardians can exercise these new privacy rights on their children's behalf.

## What the Law Means for Children and Teens

The law has extra protections for children and teens under 16 years of age. Special requirements for the data of children and teens include:

CHILDREN UNDER 13	TEENS 13-15	TEENS 16+
Businesses must get consent before collecting, using or otherwise processing any of their personal data. <b>All data about children under 13 is considered sensitive</b> , including their names, addresses, email, login credentials, race, ethnicity, religion, health and location.	Businesses must get permission from a parent or legal guardian before selling the personal data of consumers under 16 or using their data for targeted ads or certain types of profiling.	Older teens have the same consumer privacy protections as adults.

## How to Protect Your Child's Data

You can protect your child's data by visiting the privacy notices of different companies your child interacts with directly, and using the electronic form or email in that privacy notice to deny them permission to collect, sell or use your child's data. Businesses are required to provide an accessible privacy notice, contact information and a way for Oregonians to request their rights. Most businesses post their privacy notices at the bottom of their websites.

## Complaints

If you suspect a business has violated your child's privacy rights, you can file a complaint with the Oregon Department of Justice's Antitrust, False Claims, and Privacy Section. Details and a complaint form are on the [DOJ's website](#).



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