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House Committee on Commerce & Consumer Protection  
Oregon State Capitol  
900 Court Street NE, Room 453  
Salem, Oregon 97301

Re: Strong Support for HB 3899 -1 – Updating the Oregon Consumer Privacy Act

Dear Chair Sosa, Vice-Chair Chaichi, Vice-Chair Osborne, and Committee Members,

My name is Malena Lechon-Galdos, representing suma, and I am writing to express my strong support for HB 3899 with the -1 amendment, which proposes critical updates to the Oregon Consumer Privacy Act (OCPA). Oregon was once a leader in consumer data privacy, but we are no longer at the forefront as other states have moved ahead with stronger protections. This legislation would ban the sale of consumers' precise geolocation information, protecting consumers and restoring Oregon's leadership in safeguarding consumer privacy.

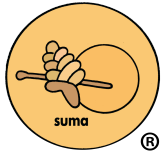
### **The Urgent Need for HB 3899 -1**

The data brokering industry has turned precise geolocation tracking into a multibillion-dollar market , selling individuals' movements to advertisers, government entities, and even foreign actors. Investigations have revealed that location data from smartphones has been sold to military contractors, intelligence agencies, and other third parties, exposing sensitive movements, including those of U.S. soldiers and high-ranking officials . These transactions occur without meaningful consumer consent, as companies collect and sell this data through hidden agreements buried in terms of service, deceptive opt-in prompts, and pre-checked consent boxes designed to confuse users . HB 3899 -1 is essential to ban the sale of precise geolocation data and ensure that Oregonians are not unknowingly tracked, targeted, or exploited by entities seeking to profit from their personal movements.

### **Protecting Our Right to Privacy**

The right to privacy extends beyond digital security—it includes the right to move freely without fear that our locations are being tracked and sold. Our daily movements reveal deeply intimate details about our lives, from where we live and work to where we seek healthcare, attend religious services, or spend time with loved ones. Allowing companies to buy and sell this information is a direct violation of our fundamental right to privacy. Worse, data brokers and advertisers manipulate consumers into "agreeing" to location tracking through misleading consent practices, vague disclosures, and hard-to-find opt-out mechanisms, making it nearly impossible for users to prevent their data from being collected .

*...suma creates platforms for digital organizing, enterprise and justice*



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### **These Updates Will Not Interfere with Quality or Cost of Service**

A ban on the sale of precise geolocation data will not disrupt access to location-based services, nor will it increase costs for businesses or consumers. Advertisers do not need precise location data to function; they can still target ads based on broader geographic areas like cities, zip codes, or regions, without knowing an individual's exact home or workplace. The Federal Trade Commission has already taken action against companies like General Motors for unlawfully sharing precise location data, proving that businesses can still operate effectively without violating consumer privacy . HB 3899 -1 strikes the right balance by allowing businesses to collect location data with consent while prohibiting its sale, ensuring that Oregonians can access services without sacrificing their fundamental right to privacy.

### **Conclusion**

Oregonians not only deserve stronger privacy protections, they have a right to them. HB 3899 -1 is a critical step toward closing the gaps in our current laws to further realize this right to privacy. Without action, individuals will remain vulnerable to unwarranted surveillance, data exploitation, and harmful breaches of their personal location information. I urge this committee to support HB 3899 -1 and take decisive action to strengthen privacy rights and protect the safety of all Oregonians.

Thank you for considering this testimony.

Sincerely,  
Malena Lechon-Galdos  
suma