

HB 3899

PROTECTING OUR DATA PRIVACY

Our personal precise location data shouldn't be up for sale. The State of Oregon has the responsibility of protecting the privacy of people's location data.

Our personal location information reveals the most sensitive and intimate things about each of us, and we all deserve legal protections to keep that information private.

1 Why is this a problem?

Every day, data brokers buy and sell personal location data from apps on our cellphones, revealing where we live, work, play, and more. To protect our privacy and our safety, Oregon needs to ban this practice now.

2 What have other states done?

As of February 2025, twenty U.S. states have enacted comprehensive data privacy laws. These states include California, Virginia, Colorado, Connecticut, Utah, Iowa, Indiana, Tennessee, Texas, Florida, Montana, Delaware, New Hampshire, New Jersey, Kentucky, Nebraska, Rhode Island, Maryland, and Minnesota.

3 What about Oregon's Consumer Privacy Act?

In 2023, Oregon passed the Oregon Consumer Privacy Act (SB 619) nearly unanimously, which granted Oregonians the right to access, correct, delete, and obtain copies of their personal data, and to opt out of data sales and targeted advertising, while imposing obligations on data brokers to ensure data protection and transparency.

However, Oregon's Consumer Privacy Act did not ban the sale of precise location data, meaning data brokers can still legally collect and sell individuals' location information to the highest bidders. As a result, anyone can purchase this sensitive data, leaving residents vulnerable to surveillance and privacy violations.

4 What does HB 3899 do?

HB 3899 builds on Oregon's Consumer Privacy Act by expanding protections for minors, prohibiting the sale of precise location data, strengthening data minimization requirements, and closing technical loopholes to better safeguard consumer privacy.