

House Committee on Commerce & Consumer Protection
Testimony for HB 3899
Testimony Submitted by: Senator Anthony Broadman

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

Privacy should not be a luxury, but today, it often feels like one. Every time we browse the internet, use an app, or make an online purchase, our personal information is quietly collected, analyzed, and sold—many times without our clear understanding or consent. Most Oregonians would be shocked to learn just how much of their sensitive data is out there, being packaged and repurposed for profit. From online searches regarding personal health conditions and financial history to the locations we visit and even our children’s online habits, this information is often treated as a commodity rather than something inherently personal and private.

House Bill 3899 establishes common-sense protections that put power back where it belongs—with the consumer. While data collection has become an unavoidable part of modern life, there must be guardrails—clear protections that ensure our most sensitive information isn’t weaponized against us, manipulated for profit, or used to make decisions that could impact our opportunities. Right now, a teenager aged 13-15, scrolling through their favorite app may not realize their activity is being tracked and used to serve them hyper-targeted ads, shaping their online experience in ways that could influence their self-esteem, their choices, or even their future. A working parent applying for a loan may not know that data brokers have assembled a profile on them, determining their creditworthiness based on factors they never consented to share. These are real, everyday examples of how personal data, in the wrong hands, can shape lives in ways consumers never agreed to.

House Bill 3899 ensures that Oregonians can clearly understand how their data is being used and, more importantly, have the right to say no. It prevents companies from selling our most sensitive data, protects young teens from being targeted, and makes sure that businesses operate with transparency and accountability. This isn’t about burdening businesses with impossible requirements—it’s about setting a fair and reasonable expectation that our personal information is not for sale without our knowledge or consent, a protection that is more critical than ever in today’s rapidly evolving technological landscape.

Oregon has an opportunity to be a leader in data privacy and stand up for the basic right to control our own information. This bill is a step toward a future where consumers—not corporations—decide how their personal data is used. I urge this committee to support HB 3899 and ensure that Oregonians have the protections they deserve. Thank you.