



April 18, 2025

Dear Co-Chairs Senator Woods and Rep. Nathanson and Members of the Committee,

Thank you for the opportunity to submit testimony today. My name is Samantha Kersul, and I manage state government affairs for TikTok, where I lead our engagement across the Pacific Northwest.

In Oregon, TikTok has more than 1.3 million active monthly users and [supports](#) nearly 60,000 local businesses and [48,000 jobs in the state](#). For many Oregonians, TikTok is far more than an entertainment platform—it is where they turn for civic engagement, small business discovery, timely public information, and connection with their communities.

We are grateful for the introduction of HB 3684, which would create a narrow exemption allowing state agencies to use TikTok for official purposes. This legislation takes a common-sense approach that would enable Oregon to do what many other states are already doing: leveraging TikTok as a tool to reach residents with timely public safety updates, community engagement efforts, and essential government information. It's an important step to ensure agencies can meet people where they are, especially younger audiences who rely on digital platforms for communication.

Government agencies across the country are already using TikTok to communicate vital public information, promote tourism, and educate residents in accessible, engaging ways. The Washington State Department of Transportation provides real-time road closure alerts and updates about I-5 that often go viral—amplifying public safety messages to a wide audience. The New York Metropolitan Transit Authority has partnered with TikTok as part of its youth safety campaign, and the City of Minneapolis has leveraged the platform to educate residents on everything from snow removal protocols to emergency alerts. During the COVID-19 pandemic, for example, health departments across the country used TikTok to promote vaccine information and direct people to testing and vaccination sites. And just last month, in coordination with the National Center of Missing and Exploited Children (NCMEC), TikTok [launched](#) nationwide AMBER Alerts, bringing critical, time-sensitive information directly to people's For You feeds to raise awareness of missing children and leverage the power of the U.S. TikTok community to help reunite them with their families. These are just a few examples of the meaningful, public-interest-driven uses of the platform.

TikTok is deeply committed to protecting user data and providing a secure, trusted environment for public engagement. We take national security concerns seriously and continue to take [proactive steps](#) to ensure U.S. user data is protected through TikTok U.S. Data Security Inc., a subsidiary designed to address national security concerns and maintain transparency and oversight.

We have voluntarily implemented technical and operational safeguards to address national security concerns while enhancing transparency. This special purpose subsidiary controls access to protected U.S. user data, content recommendation, and moderation systems in the secure Oracle Cloud. This structure brings heightened focus and governance to TikTok's operations in the U.S. including data protection policies and content assurance protocols to keep U.S. users and their data safe so that users can have an authentic experience on TikTok.

We support HB 3684 and appreciate the thoughtful effort to update the state statute to reflect how people and agencies communicate in the digital age. We look forward to being a collaborative partner as Oregon considers this important update.

Thank you for your consideration.

Best,

A handwritten signature in black ink, appearing to read "Samantha Kersul". The signature is fluid and cursive, with the first name "Samantha" written in a larger, more prominent script than the last name "Kersul".

Samantha Kersul
Government Affairs Manager
TikTok