



April 28, 2025

Senator Floyd Prozanski
Chair of the Senate Judiciary Committee
900 Court St. NE, S-413
Salem, Oregon 97301

Senator Kim Thatcher
Vice-Chair of the Senate Judiciary Committee
900 Court St. NE, S-307
Salem, Oregon 97301

RE: Letter in Opposition to the Location Data Sale Ban in HB 2008

Dear Chair Prozanski and Vice-Chair Thatcher:

We write to oppose HB 2008, and below we provide our non-exhaustive list of concerns about this legislation.¹ Oregon's privacy law already requires consumer consent before a company may process or sell location data.² If enacted, HB 2008 would eliminate this choice that is presently available to Oregon residents and deprive them of access to critical services and benefits that depend on location data, including by:

- **Prohibiting businesses from using location data to send advertising to consumers in the right time and at the right place.** Location data is an integral component of advertising personalization that allows companies to reach consumers with relevant content and ads, enabling consumers to learn about goods and services that are near to them. This benefit is especially meaningful for Oregon's small and medium-sized businesses, as well as national brands based in Oregon. Without the ability to disclose location data for advertising purposes, subject to consumers' opt-in consent, businesses will have a more difficult time, and face higher costs, reaching individuals with relevant marketing, and Oregonians will not be alerted to products and services they desire that are near to them.
- **Impeding the use of location data for emergency notices.** Location data also powers emergency notices, particularly AMBER alerts and severe weather notices, allowing these notices to be immediately displayed to users in the impacted area on any device they are using. These types of services depend on acquiring location data from other parties. If HB 2008 becomes law, this type of data will be less accessible for such vital uses. Oregonians may lose access to emergency alerts for floods, wildfires, and other community emergencies, as these important, real-time alerts rely on disclosure of location data to function.
- **Hindering effective fraud prevention.** Financial institutions, retailers, and other companies rely on anti-fraud services that include location data provided by third parties. The responsible disclosure of location data allows anti-fraud and identity protection services to flag suspicious behavior and protect vulnerable communities. For example, companies can more easily detect

¹ Oregon HB 2008, located [here](#).

² Or. Rev. Stat. § 646.578(2)(b).

credit card theft or fraud if they or their service providers have access to location data showing that a consumer is not in the location where a purchase is being made. If passed, HB 2008 would impede entities' ability to responsibly use and disclose location data to prevent fraudulent activity and reach out to consumers to confirm their purchases.

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We and our members strongly support meaningful privacy protections for consumers. We believe, however, that HB 2008's ban on location data sales will remove choices from Oregon consumers, impede businesses from contacting Oregonians with relevant advertising messages, and will hinder the provision of emergency alerts and fraud prevention services. We therefore respectfully ask the Senate Judiciary Committee to decline to advance HB 2008, as currently drafted.

Thank you for your consideration of this letter.

Sincerely,

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