



**CONSUMER
ALLIANCE**
of Oregon

June 23, 2025

Chair Bowman, Vice Chair Drazan, Vice Chair Pham, and Members of the Committee:

On behalf of the Consumer Alliance of Oregon, we urge your support of SB 174, **Strengthening Consumer Protections in Oregon's Insurance Industry**. The bill aims to close a critical gap in consumer protection by ensuring that insurance companies are held to the same ethical standards as other businesses in Oregon.

The Consumer Alliance of Oregon, composed of community-based organizations, nonprofits, subject matter experts, and national advocacy groups, **champions the rights and interests of Oregon consumers**. Our coalition prioritizes the needs of communities most harmed by predatory financial practices, including communities of color, low-income families, and older Oregonians.

Insurance is an essential—and often legally required service that consumers depend on to protect their homes, vehicles, and financial well-being. It provides a safety net in times of crisis, offering support after accidents, unexpected losses, or serious injuries. **When people pay into insurance, they do so with the expectation that companies will honor their commitments when it matters most.**

Oregon's insurance industry is currently the only major industry not covered by Oregon's Unlawful Trade Practices Act (UTPA). The insurance industry should be held to the same standards of accountability and transparency as other industries, and Oregon consumers should have the same protections and avenues for recourse when dealing with all industries. As it stands, consumers harmed by fraudulent or unethical insurance practices have limited protections when dealing with bad actors in the industry.

SB 174 would:

- Bring the insurance industry under the scope of the Oregon Unlawful Trade Practices Act and align it with all other major consumer industries.
- Increase consumer trust and confidence in their insurance purchases.
- Provide Oregonians with protections when an insurance company is using deceptive or unfair business practices.

This legislation is backed by community-based organizations across Oregon because it strengthens accountability and ensures that insurers treat people fairly. By reinforcing consumer protections, this bill helps build trust in the system and delivers real benefits to

families and communities statewide, especially those who are often hit hardest by unexpected hardships.

We urge your support of SB 174 to protect Oregonians from fraudulent and unethical insurance practices. Thank you for the opportunity to submit testimony and for your service to Oregon communities.

Sincerely,

Members of the Consumer Alliance of Oregon

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| Bienestar | Leukemia & Lymphoma Society | Reimagine Oregon |
| Centro Cultural | Micro Enterprise Services of Oregon | Suma |
| DevNW | NAYA Action Fund | Oregon Food Bank |
| Latino Community Association | Oregon Consumer League | Oregon Just Transition Alliance |
| Oregon Consumer Justice | Oregon Health Equity Alliance | SEIU |
| Disability Rights Oregon | OSPIRG | Neighborhood Partnerships |