

**Testimony Submitted by
Chris Coughlin, Federal Policy Director
Oregon Consumer Justice
To the Senate Committee on the Judiciary**

February 11, 2026

Regarding: Support for SB 1587

Chair Prozanski, Vice-Chair Thatcher, and Members of the Committee,

For the record, my name is Chris Coughlin, and I appreciate the opportunity to testify on behalf of Oregon Consumer Justice today in support of SB 1587 with the -4 amendment.

Oregon Consumer Justice (OCJ) envisions a vibrant future where all Oregonians live with dignity and abundance and experience health, joy, and economic opportunity. We work collaboratively across policy and advocacy, community engagement, and the law, to realize a more just and equitable Oregon where people come first. For too long, flawed systems and policies have stood in the way of this reality, with communities of color most often experiencing significant harm. Informed by consumer insights, OCJ works to make financial and business transactions reliably safe and supports Oregonians in knowing and exercising their consumer rights.

In the United States, people have historically had limited rights to protect their personal information. While Oregon has taken steps in recent years to put some consumer privacy protections in place, including the passage of the Oregon Consumer Privacy Act (OCPA) in 2023, the establishment of the data broker registry, and the passage of HB 2008 last session to strengthen the OCPA, we think there is more work that needs to be done.

In our increasingly digital world, companies—including data brokers—track, sell, and use Oregonians' personal information often without our knowledge or consent. These practices can expose individuals to surveillance, discrimination, and

exploitation, undermining both personal safety and civil rights. We believe that strong data privacy laws must protect Oregonians' ability to control and safeguard their information. This is essential to maintaining consumer trust, safety, and fairness. We can advance these protections by closing loopholes, strengthening laws, and ensuring privacy rights truly put people first.

Data brokers are for-profit businesses that collect, aggregate, and sell Oregonians' private information to the highest bidder. They gather sensitive data such as home addresses, contact information, family details, financial data, purchase history, and even real-time location, which creates invasive profiles often without consent. Advancing technology leaves consumers more vulnerable and less informed about when their data is collected or shared.

Public bodies, including state agencies and local governments, are not covered by the Oregon Consumer Protection Act, and Oregonians do not have a way to opt out of public bodies selling their personal information to data brokers. SB 1587 will put in place some guardrails and is aligned with Oregon's Sanctuary Promise Act. Just as this legislative body passed HB 2008 last session to strengthen data protections for 13 to 15-year-olds and prohibit the sale of precise geolocation data of Oregonians, SB 1587 is a reasonable approach to strengthening Oregon's privacy protections in light of current immigration enforcement actions in our state.

SB 1587 requires a data broker to give written assurances to a public body that information they provide will not be sold or otherwise transferred to any entity that will use it to enforce federal immigration law. If those assurances are not provided, then the public body may not disclose personally identifiable information to the data broker. The bill does include exceptions for disclosures required by a court order.

We urge legislators to support SB 1587, which strengthens privacy protections, safeguards personal information, and is the next step in strengthening Oregon's data privacy laws to better protect Oregonians.

Thank you for your consideration and your service in building the future that Oregonians deserve.