



The Technology Protection Company

Testimony in Support of HB 2346

By Shawn Miller

On behalf of Asurion

Asurion is the leading provider of handset protection programs in the country and has joined forces with leading wireless carriers throughout the world to bring this valuable product to consumers. The product that is at the heart of this bill is an insurance program that protects a consumer's investment in their wireless communications device by insuring it against loss, theft, damage, and internal malfunction of the device.

As wireless devices have become an integral part of our everyday lives their functionalities have expanded exponentially and with these developments the cost of these devices has also risen. Portable electronics insurance not only ensures that a consumer's investment in such a device is protected, but also ensures that a consumer has very little down time when a problem does occur by getting a pre-programmed phone or other portable electronics device in the consumer's hands often times the very next day after a claim has been made. Staying connected in today's world is crucial and Asurion's products ensure that its customers stay connected.

House Bill 2346 amends the regulatory framework governing the offering portable electronics insurance that was adopted by this Legislature during the 2011 legislative session. The legislation amends how notice under a policy of portable electronics insurance is so that the requirements for this particular kind of insurance is consistent with the treatment of other similar types of insurance such as property and casualty insurance. As passed in 2011, the current regulatory framework for this product would require notices with respect to portable electronics insurance be sent by certified or registered mail. Such a requirement is cost prohibitive and is inconsistent with the treatment of other insurance in Oregon and House Bill 2346 rectifies this.

In addition, the bill also includes language permitting the provision of notice or other correspondence with respect to a policy of portable electronics insurance via electronic means as long as a disclosure is provided to the consumer regarding such e-notice and the consumer has the option to withdraw such election with reasonable notice. The ability to provide electronic notice makes sense in light of the fact that the very devices that are insured under these policies of insurance are devices that have the ability to receive electronic notices through email or text messages. Consumers are increasingly moving billing and other product notices to the electronic world and this legislation recognizes that fact while creating important consumer protections surrounding that process.

The language within this bill has been reviewed by the Insurance Division and we feel like all concerns have been addressed and we ask that you favorably consider this bill for passage.