

March 26, 2015

TO: Senate Committee on Judiciary
FR: David Rosenfeld, Executive Director, Oregon State Public Interest Research Group
(OSPIRG)
RE: Support for Senate Bill 601

OSPIRG supports SB 601 and commends Attorney General Rosenblum for putting forth this measure.

The world has changed quite a bit since Oregon adopted its original data breach statute and there are a wider range of personal identity markers that ought to be protected by the law. SB 601's expansion of the definition of "personal information" to include biometric, insurance and other health-related data is sensible and important.

The bill also improves existing law by requiring that the Attorney General be notified when there is a data breach affecting consumers above a certain threshold. This ensures the state's top law enforcement official can adequately track the scale of data breaches, identify trends, ensure the law is being followed and inform lawmakers of any weaknesses in the statute.

Finally, by clarifying that failure to follow Oregon's data breach law is an unlawful trade practice, it elevates the importance of communicating swiftly with consumers when a data breach occurs.

In these times, personal information is a priceless asset; in the wrong hands it can ruin a person's finances and put their lives at risk. When Oregonians entrust their information to others, we should have unflinchingly high expectations for how that information is guarded and the speed and accuracy at which consumers are notified in the event of a breach. SB 601 helps strengthen those expectations for our state's marketplace.