



Testimony in Support of HB 2090

Submitted by Shamus Lynsky,
Executive Director, Oregon Consumer League
March 27, 2017

Chair Holvey and Members of the House Committee on Business and Labor,

I am writing today on behalf of Oregon consumers to encourage you to **vote yes on HB 2090** to protect Oregon consumers' personal information.

The purpose of HB 2090 is very straightforward: to hold a person or business accountable to their own promise of what they say they will do with a consumer's online data. HB 2090 will make it a violation of the Unfair Trade Practices Act if a business uses a consumer's data in a way contrary to their online user agreement.

As more and more business is conducted online, consumers must be confident that the information they entrust to person or business through a website is only used for the reasons stated in that website's user agreement. If a person or business breaks that trust, they must be held accountable. HB 2090 gives the consumer a way of seeking redress should that trust be violated.

Please vote **YES on HB 2090** to protect Oregon consumers' personal data.