



**Testimony of Kimberly McCullough, Policy Director  
In Support of HB 2090  
Senate Committee on Business and Transportation  
May 10, 2017**

Chair Beyer and Members of the Committee:

**The American Civil Liberties Union of Oregon<sup>1</sup> supports HB 2090**, which would protect Oregonians by:

- (a) Requiring businesses to follow their own privacy policies; and
- (b) Allowing the Attorney General to hold businesses accountable for violations of those privacy policies through Oregon's consumer protection law.

**In today's world, using the Internet has become a fundamental part of living in our society, participating in our democracy, and exercising our constitutional rights, including those around speech, expression, religion, and association.** Yet each time we use the Internet, businesses who operate in the digital world we interact with gather information about us. This information can reveal so much about us and our personal lives, including our location, interests, political views, relationships, deeply-held beliefs, health, and finances. If this information is not secure, it can have a serious chilling effect on people's use of the Internet.

**Oregonians should not have to sacrifice their privacy rights and lose control over their personal information in order to use the Internet.** Instead, they should be given the power to understand, influence, and control the dissemination of their personal information. Holding businesses accountable by requiring them to follow stated privacy policies will help to put that power in Oregonians' hands.

**HB 2090 is a common-sense bill to ensure that Oregonians can trust that the information they share with businesses will only be used and shared consistent with those businesses' stated privacy policies.** And if that trust is violated, HB 2090 will give the Attorney General the ability to stand up for Oregon consumers' rights.

Thank you, and please feel free to contact me with any questions, comments or concerns.

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<sup>1</sup> The ACLU of Oregon is a nonpartisan, nonprofit organization dedicated to the preservation and enhancement of civil liberties and civil rights with over 40,000 members across the state of Oregon.