

HB 3152 A STAFF MEASURE SUMMARY

Joint Committee On Transportation

Prepared By: Alexa Diaz

Meeting Dates: 5/1

WHAT THE MEASURE DOES:

Establishes prohibited actions regarding dealer data held by motor vehicle dealers. Authorizes a dealer to withdraw, revoke, or amend written consent regarding dealer data. Describes actions allowed and prohibited of authorized integrators regarding dealer data. Clarifies application of agreements with authorized integrators that a dealer enters or renews on or after the effective date of measure.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Vehicle dealers generate, gather, and store data regarding vehicles they buy and sell. Dealers also collect data on the purchasers of those vehicles. In Oregon, a business or state agency that holds Oregon consumer data is required to notify any consumer whose personal information was subject to the breach of security. If more than 250 consumers were affected by a data breach, the business or agency must also notify the Oregon Attorney General. In 2018, there were at least 72 data breaches that were reported to the Oregon Attorney General.

House Bill 3152-A limits handling of protected dealer data by authorized integrators.