

What is the Oregon Consumer Privacy Act?

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What is Privacy?

Privacy is broadly, the **right to be left alone**. Traditionally this means you have privacy in certain spaces, like your home. In the modern age, it also relates to control over information about **you** that companies collect in online spaces. This is called data privacy.

Generally, any data that **reveals information about you**, as a person, is considered “**personal data**.” This could be a name, email address, home address, ISP, etc. Data that **reveals private information about you**, such as your race, ethnicity, religion, mental or physical health, sexuality, citizenship or immigration status, status as transgender or nonbinary, status as a crime victim, genetic or biometric data, or location data, is “**sensitive data**.” (Any data about children under 13 is also sensitive data.)



Historically, most people in the United States have had little control over their personal data. Giving your personal and sensitive data away has been the “cost” of using the Internet and smartphones. Some states like Oregon are changing this by giving power *back* to individual consumers.

What does the Oregon Consumer Privacy Act do for YOU?

It gives you different rights over your data!

Keep it **L.O.C.K.E.D.**! You can get a **List** of the specific entities that received your data or any data from a business. You can **Opt-out** (say “no”) to a business selling, profiling, and using targeted advertising with your personal information. You can get a **Copy** of the personal and sensitive data a business has about you. You can **Know** what information a business has collected about you. You can **Edit** any inaccuracies in the data about you. Finally, you can **Delete** personal and sensitive information businesses have about you.



How it works:

The law only applies to certain businesses. It does not apply to federal, state, or local government. Qualifying private businesses have 1) be physically located in Oregon **OR** be outside of Oregon but provide their goods/services to Oregon residents, **AND** 2) collect/use 100,000+ Oregonian’s data **OR** have 25,000 Oregonian’s data and at least 25% of the business’s gross revenue comes from selling data. **YOU** don’t have to figure out if a business qualifies. That’s *their* job!

Businesses also must have an accessible privacy notice, with contact information and a way to request your **L.O.C.K.E.D** rights. Have more questions? Check out the DOJ’s consumer privacy website for resources:

<https://www.doj.state.or.us/consumer-protection/id-theft-data-breaches/privacy/>

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