



House Committee on Business & Labor

Testimony in support of HB 2052

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AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With over 500,000 members in Oregon, AARP works to strengthen communities and advocate for what matters most to families, with a focus on health security, financial stability and personal fulfillment.

AARP Supports HB 2052. Data brokers collect, collate, analyze and sell billions of data points about consumers' online and offline behavior. Such companies often collect information about financial, retail, recreational and online browsing activities to create detailed profiles of individual consumers. These profiles allow data brokers to make inferences about people based on the data they collection. For example, they might infer consumer interests about potentially sensitive topics related to age, race and ethnicity or health-related conditions.

Unlike consumer reporting agencies (credit bureaus), federal law does not require data brokers to provide consumers with access to the information they have collected about them. As a result, most consumers are unaware that data brokers exist. They also generally do not know what kind of information is being sold to other companies. And even if they do, federal law does not provide them with core privacy rights to review their personal files; decide how data may be used, shared or sold; correct inaccuracies; or delete data.

HB 2052 is an important step to advance consumer protections. It would create a data broker registry housed with Oregon's Department of Consumer and Business Services. Brokers will need to register and consumers will be able to find out which brokers allow a consumer to opt-out and how to make that request.

AARP urges this Committee to pass HB 2052.