

**Testimony Submitted by
Chris Coughlin, Policy Director
Oregon Consumer Justice
To the Joint Committee on Information Management and Technology**

February 9, 2024

Regarding: HB 4153 – Task Force on Artificial Intelligence

Co-Chair Woods, Co-Chair Nathanson, and Members of the Committee,

For the record, my name is Chris Coughlin, and I appreciate the opportunity to testify on behalf of Oregon Consumer Justice today on HB 4153.

Oregon Consumer Justice (OCJ) is a nonprofit consumer advocacy organization committed to advancing a justice movement that puts people first through policy, community engagement, and the law. We believe all should be free to thrive and equitably share in our abundance of resources. For too long, flawed systems and economic policies that favor profits over people have stood in the way of this reality, with communities of color most often experiencing the most significant harm. Strengthened through responsive and reciprocal community relationships, OCJ is building a future where financial and business transactions can be relied upon as safe and where all Oregonians know and have recourse to exercise their consumer rights.

The comments I am submitting today are neutral on HB 4153 and could be relevant for any task force that is set up on a topic where consumers will be impacted. This includes the Task Force on Artificial Intelligence outlined in HB 4153.

Oregon Consumer Justice believes it is vital that consumers and consumer advocacy organizations be engaged in discussions about artificial intelligence policies, including shaping common definitions and language.

There are many definitions of artificial intelligence (AI), which are often broadly shaped and originate from how AI is used. Moreover, the definition may depend on who is in the position to define the term, frequently large technology companies that are the ones developing artificial intelligence.¹

OCJ appreciates that the goal of the proposed task force is to intentionally develop Oregon's framework around AI using a more public process. The task force proposed by HB 4153 will examine, identify, and define terms that are related to AI. It is important to consumer protection to develop a shared understanding of what these terms mean within the law. In order to put consumers first, OCJ believes it is essential that representation on all Task Forces include a balanced distribution of stakeholders. While we appreciate that HB 4153 refers to seeking input from a broad range of stakeholders, including consumer advocacy groups, we question the adequateness of having only one member representing consumer advocacy groups on a 13-member task force.

As AI continues to become more prevalent in the consumer space, Oregon consumers will face new risks. It is imperative that a clear and cohesive strategy be implemented to solicit input from populations that will feel the strongest impacts of AI on their lives.

Words matter. Definitions matter. We encourage the Oregon legislature to include the voices of those consumers most impacted by artificial intelligence in shaping the conversations ahead.

Thank you for your consideration and your service to Oregon's communities.

¹ See *Combatting Online Harms Through Innovation*, Federal Trade Commission Report to Congress (Jun. 16, 2022); see also, Emily Tucker, *Artifice and Intelligence*, Tech Policy Press (Mar. 17, 2022)