



2026 JOINT LEGISLATIVE COMMITTEE ON
INFORMATION MANAGEMENT AND TECHNOLOGY

OREGON CONSUMER PRIVACY ACT (OCPA) – Implementation and Enforcement Update

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Legislative Background

- SB 619 unanimously passed by the Oregon Senate in June 2023, following a nearly unanimous vote in the House of 23-2
- Developed over four years by Attorney General Rosenblum's Consumer Privacy Task Force
 - Over 150 consumer privacy experts and stakeholders participated
 - Central Table members: OSPIRG, the Technology Association of Oregon, the State Privacy Coalition, the World Privacy Forum, Oregon Business & Industry, Gazelle Consulting, the Electronic Frontier Foundation, and the ACLU of Oregon
- Based on Colorado and Connecticut comprehensive privacy laws
- Codified at ORS 646A.570-589
- Effective July 1, 2024 (July 1, 2025 for nonprofits)

OCPA vs. Other State Privacy Laws

- Common language and provisions among bipartisan state privacy laws
 - Provides consistency for consumers
 - Promotes interoperability for businesses
- Oregon's statute was innovative in many ways:
 - Broader definition of "biometric data"
 - Expanded definition of "personal data"
 - New categories of sensitive data
 - Limited scope of entity-level exemptions
 - "Right to Know" specific third parties



Oregon DOJ Privacy Unit

- Allocated funds for 5 enforcement positions
- As of August 2025, we are fully staffed:
 - 1 Senior Assistant Attorney General
 - 2 Assistant Attorney Generals
 - 1 Privacy Analyst (Operations & Policy Analyst 4)
 - 1 Technologist (Research Analyst 4)
- Privacy Unit now within DOJ's Economic Justice Section

OCPA Consumer and Business Education



- Consumer education:
 - Extensive education materials on DOJ privacy website
 - Participate in consumer-focused outreach
 - Dedicated privacy email address monitored by staff
- Business and Nonprofit education:
 - Extensive education materials on DOJ privacy website
 - Education letters to business and nonprofit community
 - Presentations and panels to bar organizations, trade groups, and other organizations

Transparency & Accountability

- Developed online privacy complaint form and communication process
- Conducted survey of Oregonians (controlling for demographic variables- geography, political views, age, education, etc.) in 2024. Key findings:
 - 80% of Oregonians very concerned about privacy
 - Children's privacy was a top concern, followed by financial theft, and compromised passwords
 - Oregonians look to DOJ for information
- Public Reporting
 - DOJ published four enforcement reports
 - Led to press coverage and focus on enforcement efforts

OCPA Enforcement

(July 2024-December 31, 2025)

Received over 300 consumer privacy complaints

- 85 complaints about data brokers, 75 about social media companies
- 102 complaints about deletion rights, 33 about copy of data, 25 about a list of specific third parties

Complaints drove enforcement / education

Cure period

- 30 days to fix or cure identified issues
- Focused on facial violations
- Opened and closed more than 70 matters
- Entities generally receptive and acted quickly to address concerns



Looking Ahead to 2026

- Expiration of cure period
 - Shift to more robust enforcement, including opportunities to collaborate with bipartisan Consortium of Privacy Regulators
- Universal Opt-Out provision in effect
 - Oregonians can indicate their choice to opt-out of the sale of their data, and their data for targeted advertising and certain types of profiling
- HB 2008 amendments in effect. The following activities are PROHIBITED:
 - Sale of precise geolocation data for all Oregonians
 - Sale of personal data of children under 16
 - Use of data of children under 16 for targeted advertising and certain types of profiling



LEARN MORE

THANK YOU

For more information visit:

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