

Testimony Submitted by
Angela Donley, State Policy Director
Oregon Consumer Justice
To the House Committee on Commerce and Consumer Protections

February 5, 2026

Regarding: Support for HB 4098

Chair Sosa, Vice-Chair Chaichi, Vice-Chair Osborne, and Members of the Committee,

For the record, my name is Angela Donley. I appreciate the opportunity to provide testimony on behalf of Oregon Consumer Justice in support of HB 4098.

Oregon Consumer Justice (OCJ) envisions a vibrant future where all Oregonians live with dignity and abundance and experience health, joy, and economic opportunity. We work collaboratively across policy and advocacy, community engagement, and the law, to realize a more just and equitable Oregon where people come first. For too long, flawed systems and policies have stood in the way of this reality, with communities of color most often experiencing significant harm. Informed by consumer insights, OCJ works to make financial and business transactions reliably safe and supports Oregonians in knowing and exercising their consumer rights.

Insurance is a fundamental and often mandatory service that every Oregonian interacts with throughout their lives—from purchasing auto insurance for their first car, to insuring a first home or rental property, to obtaining life insurance to protect loved ones. These transactions are not routine, but vital to ensure financial security and stability for individuals and families across our state

HB 4098 removes the long-standing carve-out of the insurance industry from the Oregon Unlawful Trade Practices Act (UTPA), Oregon’s foundational consumer protection law. Passing this bill closes a critical gap in consumer protections and creates a fair, equitable marketplace where consumers can feel confident and secure in their insurance dealings. Under this legislation, insurance companies will be held to the same legal standards as all other consumer industries in Oregon.

We have seen firsthand what happens when an industry is not adequately regulated. The 2008 Great Recession remains a stark reminder of the global impact of allowing banks to operate without sufficient oversight. That crisis resulted in millions of people worldwide experiencing job loss and housing foreclosures, and other severe economic hardships. Acting to protect Oregonians, the Oregon legislature passed HB 3706 in 2010, which extended UTPA protections to banking services, leaving insurance as the sole industry exempt from this statute. In this effort, legislators recognized that both "private and public enforcement play complementary roles"¹ to ensure consumers who experience harm by unfair practices have recourse.

Over the past several years, consumer insurance rates have continued to increase, yet consumers have consistently struggled to have their claims handled in a timely and fair manner. All the while, the property and casualty insurance industry had its most profitable year ever in 2024. According Consumer Federation of America, when an insurance company collects more premium dollars than it pays out in average claims and makes higher-than-average profits, this is a clear sign that there is a need for statutory and regulatory strengthening.

Oregon Consumer Justice continues to hear complaints from consumers about unfair treatment by insurance companies. Consumers report facing rising premiums with little or no transparency about the reasons for increases, repeated delays in claim payments, or refusal to pay out claims at all. One consumer from Deschutes County described paying premiums faithfully for years only to have their claim questioned and reduced when coverage was finally needed. While another from Multnomah County expressed frustration that insurers take advantage of consumers' lack of knowledge around coverage and fail to step in when policyholders reasonably expect their insurer to handle the claim fairly and efficiently.²

Statewide data from Oregon Consumer Justice's Fall 2024 consumer survey, conducted by research partner, the Oregon Values and Belief Center, found that 8 in 10 (81%) survey respondents said it is important that insurance companies be held to the same foundational consumer protection laws that apply to other industries. The following spring in our 2025 survey, more than two-thirds (67%) of Oregonians agreed that holding insurance companies accountable could help prevent unfair or

¹Oregon Legislative Information System, "HB 3706 – Overview," Oregon State Legislature, accessed February 27, 2025, <https://olis.oregonlegislature.gov/liz/2010S1/Measures/Overview/HB3706>.

² [Testimony of the Consumer Federation of America in Support of HB 4098. February 4, 2026.](#)



unnecessary premium increases.³ This reflects the broad public expectation that insurers should be subject to the same expectations of basic fairness and accountability. We believe the survey findings tell a consistent story: Oregonians are experiencing real harm in dealing with insurance companies, and they should be subject to the same basic consumer protection laws as other industries

Climate change, inflation, and other economic uncertainties will continue to shape the insurance landscape, making rising premiums a likely reality for Oregonians—with or without added protections from HB 4098. By bringing the insurance industry under the UTPA, legislators can ensure all consumer industries in Oregon are held to the same legal standards and uphold the rights of consumers to fair and equitable treatment in the insurance marketplace. Passing HB 4098 can help individuals and families feel secure in their insurance transactions, building trust that their insurers will provide the coverage they paid for, especially in times of crisis.

I urge you to support this bill and show your commitment to creating a more just and transparent insurance market for all Oregonians.

Thank you for your consideration and your service in building the future that Oregonians deserve.

³ [2025 Annual Consumer Survey Findings. September 16, 2025](#)

