

WHAT IS THE OREGON CONSUMER PRIVACY ACT, AND WHAT ARE YOUR RIGHTS?



The **Oregon Consumer Privacy Act** took effect on July 1, 2024, and is enforced by the Oregon Department of Justice, Antitrust, False Claims, and Privacy Section. Under the OCPA, there are new requirements for certain businesses to limit the collection of personal data, keep it secure, and provide extra protection for the data of children and teens.

Privacy is broadly the right to be left alone. In this context, privacy relates to control over information about you that companies collect in online spaces. Any data that reveals information about you is considered “personal data.”

**Your data is yours.
Keep it L.O.C.K.E.D.**



- L** Request a **LIST** of third parties where your data was sold.
- O** **OPT-OUT** (say “no”) to businesses selling, profiling and using targeted advertising with your personal data.
- C** Get a **COPY** of the personal and sensitive data any business has about you.
- K** **KNOW** what personal information has been collected.
- E** **EDIT** any inaccuracies in the data.
- D** Ask a business to **DELETE** personal and sensitive information.

Businesses also must have an accessible privacy notice with contact information and an electronic way for Oregonians to request their L.O.C.K.E.D. rights. You can learn more about the new law on the [DOJ's website](#).



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What is personal data?

Personal data includes, but is not limited to a person's name, address, email, login credentials, or browsing history on a smart TV.

Sensitive data is a type of personal data that includes private information such as race, ethnicity, religion, mental or physical health, sexuality, or location.

Any data about children under 13 is considered sensitive and has extra protection. There are also extra protections for the data of teens.

This law does not restrict what is called “deidentified data,” which is data that cannot be linked to individual consumers, and data that is publicly available.



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