

HB3899 • Oregon

Relating to requirements that apply to persons that process consumer personal data.

Enacted

Risk: High

Comprehensive

Last Action (Jun 27, 2025): In committee upon adjournment.

Summary

HB3899 lowers thresholds for data processing regulations and prohibits the use of sensitive data for targeted advertising and profiling.

Business Impact

If you process consumer personal data in Oregon, you must comply with new regulations or face penalties for violations.

Key Provisions

- Lowers thresholds for data processing regulations.
- Prohibits processing sensitive data for targeted advertising.
- Bans the sale of sensitive data.

Compliance Checklist

- Assess data processing practices for compliance with new regulations | Who: Data controllers processing consumer personal data | Penalty: Potential penalties for non-compliance
- Cease processing sensitive data for targeted advertising | Who: Data controllers | Penalty: Potential penalties for non-compliance

Industries Affected

Consumer Protection

Data Processing

Marketing

Technology

Advertising

Bill Sponsors

Name	Party	Role
Willy Chotzen	D	Sponsor
Hai Pham	D	Sponsor
Anthony Broadman	D	Sponsor
Farrah Chaichi	D	Sponsor
April Dobson	D	Sponsor
Lisa Fragala	D	Sponsor
Mark Gamba	D	Sponsor
David Gomberg	D	Sponsor
Dacia Grayber	D	Sponsor
Lesly Munoz	D	Sponsor
Courtney Neron Misslin	D	Sponsor
Hoa Nguyen	D	Sponsor

Amendments

- House Committee On Commerce and Consumer Protection Amendment #-6 — 2025-04-03 (Not Adopted)

Official Source

<https://olis.oregonlegislature.gov/liz/2025R1/Measures/Overview/HB3899>

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