



A GUIDE FROM OREGON CONSUMER JUSTICE

What even is data?

And why we should
care about it.



You've probably been here before:
you receive a letter saying a
company had a data breach and
your information was "compromised."

But, what does that mean? And how
did they even get your information?

Let's start from the beginning.
What do we mean when we say data?

**Data can be facts, details,
or information collected
about someone or something.**

**So data about you could
be anything from the last
news article you shared
online to your phone number.**

**When we talk about your information,
there are two types of data:**



Personal data are facts, details, or information collected about a person, like your name, internet search history, or driver's license number.



Sensitive data is personal information of yours that requires extra protection, like your social security number, medical history, or citizenship status.



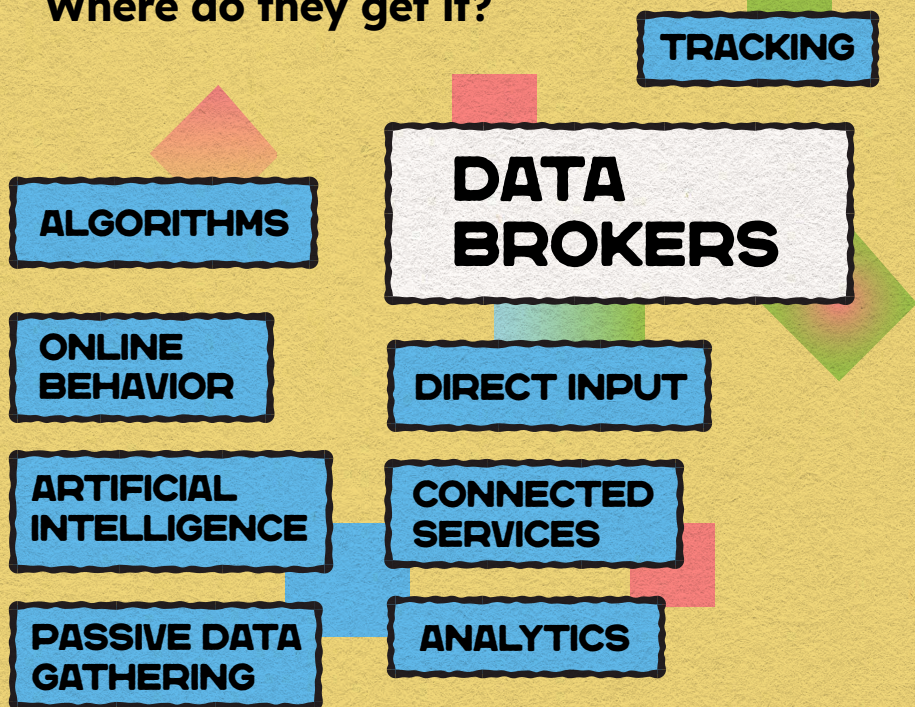


Every action we take online is collected, and companies use that information to build an idea of who we are. But why?

Companies use our personal data for profit. Before they can sell us something, they need to know some things about us.

So they use data to figure out who to advertise to, where to get new business, what you might be interested in, and more.

**But that's a lot of information!
Where do they get it?**



They collect some on their own through things like website traffic and email subscriptions. The rest come from data brokers.

Data brokers are businesses that are in the business of collecting large amounts of personal information and selling it to companies for profit.

These businesses have a lot of our personal information and make a lot of money off of each and every one of us!

A pair of stylized hands, colored in shades of orange and pink, are shown from the wrist up, holding a white rectangular sign with a black border. The hands are positioned at the bottom of the sign, with fingers spread as if supporting it. The background of the entire image is a textured yellow, decorated with several semi-transparent, overlapping squares and triangles in various shades of orange and pink. The sign itself has a subtle paper-like texture.

While our daily activities will continue to create personal data, we can control what happens to it thanks to the Oregon Consumer Privacy Act!

The law requires businesses to limit the collection of Oregonian's personal data, keep anything they collect secure, and give Oregonians rights over our personal and sensitive data.

Your data belongs to you, but not everyone has the ability or knowledge to keep our information to ourselves. The Oregon Consumer Privacy Act is only as strong as we make it—and that means helping people around us so we can all exercise our collective rights under the law.

6 THINGS YOU CAN DO

WITH THE OREGON CONSUMER PRIVACY ACT



DELETE

information
a business has
about you.



SAY NO / "OPT OUT"

to a business
selling or using
your information
for advertising.



GET A LIST

of places where
your information
was sold.



GET A COPY

of the personal
and sensitive data
any business has
about you.



KNOW

what personal
information has
been collected
about you.



CHANGE

the information
a business has
about you.

**Let's take back
control together!**

OCJ.ORG/DATA



Point your phone's
camera at the QR
code and tap the
link that pops up.

OCJ.ORG/DATA



**Oregon
Consumer
Justice**