



A GUIDE FROM OREGON CONSUMER JUSTICE

Our data is ours

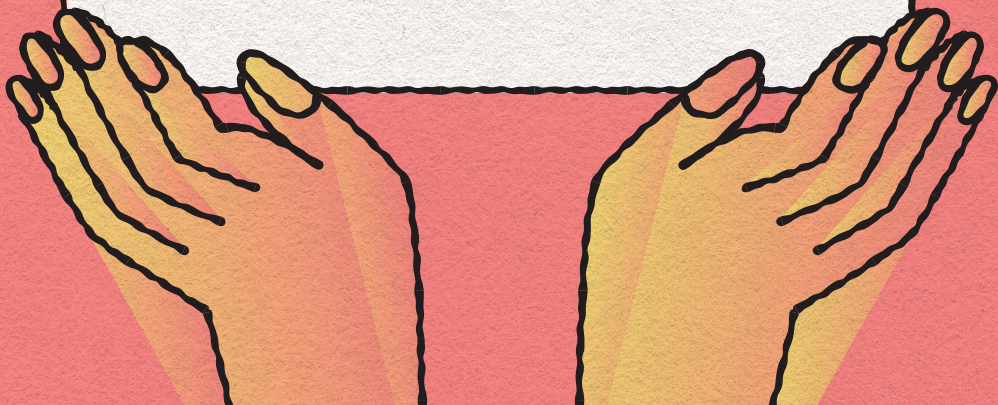
Here's how to keep
our data private.

THE OREGON CONSUMER PRIVACY ACT

Spam is so common it may feel unavoidable. A phone call from someone you don't know asking for your information? Text message promoting crypto? How do you maintain privacy when it feels like your information is just out there?

Your information is yours and thanks to the Oregon Consumer Privacy Act, you can take control of your data privacy!

This law requires businesses to limit the collection of personal data, keep it secure, and give Oregonians rights over their personal and sensitive data—but only at your direct request.



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.

HOW TO GET STARTED

**You don't have to do it all at once!
We can begin with small steps.**

START WITH A LIST

The law requires Oregonians to contact each company directly to request their privacy rights. Begin by brainstorming a list of companies that likely have your information, using questions like these to start:

- Where have I shared your phone number?
- What businesses do I have a login for?
- Where do I purchase things online?
- Where am I signed up for rewards or points?
- What am I searching for on the internet?
- What accounts have I canceled in the past?
- What spam messages have I received lately and where did they come from?

TAKE ACTION

1 PRIVACY POLICY

Using the list, head to the website of each business you identified. Look for their privacy notice or “privacy policy.” They’re usually located at the bottom of a company’s site.

2 KEYWORD SEARCH

These policies are packed with information and legal jargon. To cut through that, search for keywords in the business’s privacy policy page. Depending on what you want to do with your data, some words to search include:



ACCESS

To see what information businesses have collected or sold of yours.



CORRECT

/ EDIT

Change the information a business has about you.



DO NOT SELL

/ OPT-OUT

Say no to a business collecting, selling, or using your information.



DELETE /

DELETION /

REMOVE

Delete your information from a business’s database.



THIRD-PARTY

/ THIRD PARTY

Get a list of places where your information was sold.

How do I do a keyword search?

Go to the privacy policy page and using your keyboard press Ctrl+F on a PC or ⌘Command+F on a Mac.

3 SUBMIT YOUR REQUEST

You will need to submit a request for whatever it is you'd like to do with your data. The privacy policy will indicate how to do so—usually through an online form, email message, or phone call.

DON'T KNOW WHAT TO SAY?

If a business asks for an email or phone call, you can use a sample language and letter template from the Oregon Department of Justice to make your request.

Get the template from our website ocj.org/data.

Rinse and repeat with the next business on your list.

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.

FOLLOW UP

Keep a record of the date you sent your request! Businesses have to respond to your request within 45 days.

You can file a complaint with the Oregon Department of Justice if they don't meet that deadline or if you believe they violated your privacy rights under this law.

And that's it! From taking control of your data, choosing what information you share or keep to yourself, and alerting the state when businesses aren't following the law, you just exercised your data privacy rights.



**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