



SENATE MAJORITY OFFICE

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Oregon Senate Expands Protections Over Personal Data Collected By Your Car

All carmakers must honor your requests to delete or stop selling your data

SALEM, OR – Modern cars collect massive amounts of data with onboard sensors, microphones, and cameras, as well as the phones and devices drivers connect to their cars.

A bill passed in the Oregon Senate today requires all automakers to comply with state legal protections for data on you that they collect. They must honor your requests to delete your personal data, give you a copy of your data, or stop selling it or using it for targeted advertising.

“Analysts have called cars a privacy nightmare,” said **Senator Khanh Pham (D – Outer NE & SE Portland)**, who cosponsored the bill in the Senate. “[Reviewers of all 25 major car brands](#) learned carmakers are sharing or selling information they say shows the driver’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.”

House Bill 3875 first passed in the Oregon House of Representatives in April, where its chief sponsor was **Representative David Gomberg (D - Lincoln and Western Benton & Lane Counties)**.

He said to a Senate panel in April, “Our cars know how fast you're driving, where you're going, how long you stay there. They know where we work, they know whether we stop for a drink on the way home, whether we worship on the weekends, and what we do on our lunch hours.”

Information like that is protected by the Oregon Consumer Privacy Act. Under today’s measure, the law applies to carmakers of any size and their affiliated companies.

First passed in 2023, the privacy law entitles you to:

- Get from a business a list of the specific entities that received your data
- Opt-out (say “no”) to a business selling, profiling, and using targeted advertising with your personal information
- Get a copy of the personal and sensitive data a business has about you
- Know what information a business has collected about you

- Edit any inaccuracies in the data about you
- Delete personal and sensitive information businesses have about you

If you suspect your privacy rights have been violated, you can report it in a complaint form on the Oregon Department of Justice website: bit.ly/Oregon-privacy.

House Bill 3875 passed the Oregon Senate in a unanimous vote and now goes to Governor Tina Kotek for her signature.

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