

# HOW TO PROTECT YOUR PERSONAL DATA

Oregonians have new rights under the Oregon Consumer Privacy Act, which took effect on July 1, 2024. The new law requires businesses to limit the collection of personal data, keep it secure, give consumers certain rights over their personal and sensitive data, and provide extra protection for the data of children and teens.

## Steps to Control Your Data

You must contact each company directly to request your privacy rights. This request will apply to any data they may have on file about you.



**REQUEST APPROVED.**

### PROCESS



#### FIND THE PRIVACY NOTICE.

It's usually at the bottom of the company's website. Sometimes it is labeled "privacy policy."



#### REQUEST YOUR RIGHTS.

The contact info should be in the privacy notice. There might be an electronic form, or an email.



#### WAIT UP TO 45 DAYS.

The company must respond within 45 days. If it does not, you can file a complaint.

**Privacy Complaints:** If you have a problem requesting your privacy rights or suspect a business has violated your privacy rights, you can file a complaint on the [Department of Justice's website](#).

**Scam alert:** You are the only one who can start this process. A business should not contact you first about your privacy rights.



**REQUEST DENIED.**

If your request is denied, you can appeal the decision to the company.

## What is personal data?

**Personal data** includes your 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.**



**LEARN MORE**



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