MEDIA MENTIONS

Ryan Sulkin Quoted in Bloomberg Law on Oregon's Ban of Precise Geolocation Data

JUNE 25, 2025

Ryan Sulkin, partner and team lead of Benesch's Data Protection Practice Group, was quoted in Bloomberg Law's article on Oregon's new privacy law (H.B. 2008), which prohibits the sale of precise geolocation data to third parties, including data identifying individuals within a 1,750-foot radius and the data of consumers under 16.

The article discusses industry pushback to the ban, particularly in advertising and digital marketing sectors, and highlights a growing legislative trend in the absence of a federal privacy law. Sulkin noted, "It's consistent with the trend that we're seeing in this area, where geolocation information is increasingly viewed as a sensitive piece of information that the consumer should have increased ability to protect when it comes to what third parties are doing with it."

Sulkin also discussed potential workarounds built into the law, based on exceptions to what Oregon privacy law considers the sale of information.

Read the full article here.