

HOW TO PROTECT YOUR PRIVACY WITH UNIVERSAL OPT-OUT



In Oregon, you have the right to opt-out or say “no” to a business/nonprofit selling or using your personal data for targeted advertising and some types of profiling. As of January 1, 2026, covered businesses and nonprofits must recognize universal opt-outs.

What is Universal Opt-Out?

It is a virtual “signal” or piece of code either built in or downloaded to your internet browser. This signal will automatically tell websites not to sell or use your data for targeted advertising.

Why Use Universal Opt-Out?

This allows you to say “no” in one place, versus having to opt-out for each website. Universal Opt-Out saves you time and effort! While you can still use websites normally, those same websites won’t be able to sell or share your personal data with third parties or use your data to target ads to you.

How to Get Universal Opt-Out?

- ✓ **Option 1:** Use an internet browser with Universal Opt-Out built in. Some browsers have the “signal” already ready to go. You just have to “turn it on.” Global Privacy Control, or GPC, is one example of a Universal Opt-Out mechanism that is already pre-built and can be enabled through some browsers. The [Global Privacy Control](#) website gives directions on how to do this for different browsers.
- ✓ **Option 2:** Download the signal or code yourself to your internet browser. Some common browsers do not have a pre-built option for Universal Opt-Out, so you have to download a separate tool called a browser extension or plug-in. Two examples of such tools are the [Electronic Frontier Foundation’s Privacy Badger](#) and [DuckDuckGo’s Privacy Extension](#).

Limitations of Universal Opt-Out: This tool is only for web browsing. Currently there is not a 100% reliable way to enable Universal Opt-Out for mobile devices and apps. Option 2 above has tools that work some of the time, depending on the app.

Why am I still seeing ads? You may still see ads, even from companies honoring your request to opt-out. While something like an ad blocker can keep you from seeing advertising, it mostly helps you as the consumer ignore ads. (Ad blockers don’t keep companies from having, using, and selling your data.) With Universal Opt-Out, ads will no longer be targeted directly to you, but Universal Opt-Out does not grant an ad-free experience!



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