
DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 577 Original

2024 Regular Session

Carver

Abstract: Prohibits social media companies from collecting data to use for targeted advertising to minors.

Proposed law provides for legislative findings.

Proposed law defines "personal data", "social media platform", and "targeted advertising".

Proposed law provides that any social media platform with more than one million account holders globally that is operating in this state is prohibited from using personal data and social media algorithms for targeting advertising at an account holder who is under the age of 18 and who is located in this state.

Proposed law provides that any social media platform with more than one million account holders globally that is operating in this state is prohibited from selling personal data of an account holder who is under the age of 18 and who is located in this state.

Proposed law provides that nothing in proposed law prohibits a social media platform from:

- (1) Allowing user-generated content to appear in a chronological manner for an account holder who is under the age of 18.
- (2) Displaying user-generated content that has been selected or followed by an account holder who is under the age of 18, as long as the content appears in a chronological manner.
- (3) Providing search results to an account holder who is under the age of 18, if the search results are in response to a specific and immediately preceding query by the account holder.

Proposed law provides that the attorney general may bring a civil action on behalf of a child who resides in this state against a social media platform.

Proposed law provides that a social media platform that violates the provisions of proposed law shall be subject to a civil fine of up to \$10,000 per violation. A civil penalty imposed pursuant to proposed law shall be deposited in the state general fund.

Effective upon signature of governor or lapse of time for gubernatorial action.

(Adds R.S. 51:1761-1763)