

1 State of Arkansas
2 95th General Assembly
3 Regular Session, 2025

A Bill

HOUSE BILL 1082

4
5 By: Representatives A. Collins, Springer
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For An Act To Be Entitled

8
9 AN ACT TO CREATE THE ARKANSAS CHILDREN AND TEENS'
10 ONLINE PRIVACY PROTECTION ACT; AND FOR OTHER
11 PURPOSES.
12
13

Subtitle

14
15 TO CREATE THE ARKANSAS CHILDREN AND
16 TEENS' ONLINE PRIVACY PROTECTION ACT.
17

18 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
19

20 SECTION 1. Arkansas Code Title 4, Chapter 88, is amended to add an
21 additional subchapter to read as follows:

22 Subchapter 15 – Arkansas Children and Teens’ Online Privacy Protection Act

23
24 4-88-1501. Title.

25 This subchapter shall be known and may be cited as the "Arkansas
26 Children and Teens’ Online Privacy Protection Act".
27

28 4-88-1502. Definitions.

29 As used in this subchapter:

30 (1) "Child" means an individual twelve (12) years of age or
31 younger;

32 (2) "Connected device" means a device that is capable of
33 connecting to the Internet, directly or indirectly, or to another connected
34 device;

35 (3) "Disclosure" means:

36 (A) The release of personal information collected from a



1 child or teen by an operator for any purpose, except where the personal
 2 information is provided to a person other than an operator who:

3 (i) Provides support for the internal operations of
 4 the website, online service, online application, or mobile application of the
 5 operator, excluding any activity relating to individual-specific advertising
 6 to children or teens; and

7 (ii) Does not disclose or use that personal
 8 information for any other purpose; and

9 (B) Making personal information collected from a child or
 10 teen by a website, online service, online application, or mobile application
 11 directed to children or teens or with actual knowledge that such information
 12 was collected from a child or teen, publicly available in identifiable form
 13 by any means including by a public posting, through the Internet, or through:

14 (i) A homepage of a website;

15 (ii) A pen pal service;

16 (iii) An electronic mail service;

17 (iv) A message board; or

18 (v) A chat room;

19 (4)(A) "Individual-specific advertising to children or teens"
 20 means advertising or any other effort to market a product or service that is
 21 directed to a specific child or teen or a device that is linked or reasonably
 22 linkable to a child or teen:

23 (i) Based on:

24 (a) The personal information of:

25 (1) The child or teen; or

26 (2) A group of children or teens who are
 27 similar in sex, age, income level, race, or ethnicity to the specific child
 28 or teen to whom the product or service is marketed;

29 (b) Psychological profiling of a child or teen
 30 or group of children or teens; or

31 (c) A unique identifier of the device; or

32 (ii) As a result of use by the child or teen, access
 33 by any device of the child or teen, or use by a group of children or teens
 34 who are similar to the specific child or teen, of more than a single:

35 (a) Website;

36 (b) Online service;

1 (c) Online application;

2 (d) Mobile application; or

3 (e) Connected device.

4 (B) "Individual-specific advertising to children or teens"

5 does not include:

6 (i) Advertising or marketing to an individual or the
 7 device of an individual in response to the individual's specific request for
 8 information or feedback, such as a child or teen's current search query;

9 (ii) Contextual advertising, such as when an
 10 advertisement is displayed based on the content of the website, online
 11 service, online application, mobile application, or connected device in which
 12 the advertisement appears and does not vary based on personal information
 13 related to the viewer; or

14 (iii) Processing personal information solely for
 15 measuring or reporting advertising or content performance, reach, or
 16 frequency, including independent measurement.

17 (C) Nothing in subdivision (4)(A) of this section shall be
 18 construed to prohibit an operator with actual knowledge or knowledge fairly
 19 implied on the basis of objective circumstances that an individual is sixteen
 20 (16) years of age or younger from delivering advertising or marketing that is
 21 age-appropriate and intended for a child or teen audience, so long as the
 22 operator does not use any personal information other than whether the user is
 23 age sixteen (16) or younger;

24 (5) "Internet" means collectively a system of interconnected
 25 computer networks that comprise the interconnected world-wide network of
 26 networks and employ without limitation the Transmission Control
 27 Protocol/Internet Protocol, or any predecessor or successor protocols to such
 28 protocol, or the User Datagram Protocol to communicate information of all
 29 kinds by wire or radio;

30 (6) "Mobile application" means:

31 (A) A software program that runs on the operating system
 32 of:

33 (i) A cellular telephone;

34 (ii) A tablet computer; or

35 (iii) A similar portable computing device that
 36 transmits data over a wireless connection; and

1 (B) Includes without limitation a service or application
 2 offered via a connected device;

3 (7) "Online application" means an Internet-connected software
 4 program and includes without limitation a service or application offered via
 5 a connected device;

6 (8) "Online contact information" means an email address or
 7 another substantially similar identifier that permits direct contact with a
 8 person online;

9 (9)(A)(i) "Operator" means a person who, for commercial
 10 purposes, operates or provides a website on the internet, an online service,
 11 an online application, or a mobile application, and who:

12 (ii)(a) Collects or maintains, either directly or
 13 through a service provider, personal information from or about the users of
 14 that website, service, or application;

15 (b) Allows another person to collect personal
 16 information directly from users of that website, service, or application, in
 17 which case, the operator is deemed to have collected the information; or

18 (c) Allows users of that website, service, or
 19 application to publicly disclose personal information, in which case, the
 20 operator is deemed to have collected the information.

21 (B) "Operator" does not include any nonprofit entity that
 22 would otherwise be exempt from coverage under section 5 of the Federal Trade
 23 Commission Act, 15 U.S.C. § 45 et seq., as it existed on January 1, 2025;

24 (10) "Parent" means a natural parent, adoptive parent, legal
 25 guardian, or legal custodian of an individual who is sixteen (16) years of
 26 age or younger;

27 (11) "Person" means any individual, partnership, corporation,
 28 trust, estate, cooperative, association, or other entity;

29 (12)(A) "Personal information" means individually identifiable
 30 information about an individual collected online, including without
 31 limitation:

32 (i) A first and last name;

33 (ii) A home or other physical address including
 34 street name and name of the city or town of residence;

35 (iii) An e-mail address;

36 (iv) A telephone number;

- 1 (v) A Social Security number;
- 2 (vi) Any other identifier that permits the physical
- 3 or online contacting of a specific individual;
- 4 (vii) Geolocation information sufficient to identify
- 5 a street name and a city or town;
- 6 (viii) Information generated from the measurement or
- 7 technological processing of an individual's biological, physical, or
- 8 physiological characteristics that is used to identify an individual,
- 9 including without limitation:
- 10 (a) Fingerprints;
- 11 (b) Voice prints;
- 12 (c) Iris or retina imagery scans;
- 13 (d) Facial templates;
- 14 (e) Deoxyribonucleic acid (DNA) information;
- 15 or
- 16 (f) Gait;
- 17 (ix) Information linked or reasonably linkable to a
- 18 child or teen; or
- 19 (x) Information linked or reasonably linkable to a
- 20 child or teen or the parents of that child or teen, including without
- 21 limitation any unique identifier, that an operator collects online from the
- 22 child or teen and combines with an identifier described in subdivision
- 23 (12)(A) of this section.
- 24 (B) "Personal information" does not include an audio file
- 25 that contains a child or teen's voice so long as the operator:
- 26 (i) Does not request information via voice that
- 27 would otherwise be considered personal information under subdivision (12)(A)
- 28 of this section;
- 29 (ii) Provides clear notice of its collection and use
- 30 of the audio file and its deletion policy in its privacy policy;
- 31 (iii) Only uses the voice within the audio file
- 32 solely as a replacement for written words, to perform a task, or engage with
- 33 a website, online service, online application, or mobile application, such as
- 34 to perform a search or fulfill a verbal instruction or request; and
- 35 (iv) Only maintains the audio file long enough to
- 36 complete the stated purpose and then immediately deletes the audio file and

1 does not make any other use of the audio file prior to deletion;

2 (13) "Teen" means an individual who is:

3 (A) Thirteen (13) years of age or older; and

4 (B) Younger than seventeen (17) years of age;

5 (14) "Verifiable consent" means any reasonable effort, including
6 without limitation a request for authorization for future collection, use,
7 and disclosure described in the notice, to ensure that, in the case of a
8 child, a parent of the child, or, in the case of a teen, the teen:

9 (A) Receives specific notice of the personal information
10 collection, use, and disclosure practices of the operator; and

11 (B) Before the personal information of the child or teen
12 is collected, freely and unambiguously authorizes:

13 (i) The collection, use, and disclosure, as
14 applicable, of that personal information; and

15 (ii) Any subsequent use of that personal
16 information; and

17 (15) "Website, online service, online application, or mobile
18 application directed to children" means:

19 (A)(i) A commercial website, online service, online
20 application, or mobile application that is targeted to children; or

21 (ii) That portion of a commercial website, online
22 service, online application, or mobile application that is targeted to
23 children.

24 (B) A commercial website, online service, online
25 application, or mobile application, or a portion of a commercial website,
26 online service, online application, or mobile application, shall not be
27 deemed directed to children solely for referring or linking to a commercial
28 website, online service, online application, or mobile application directed
29 to children by using information location tools, including a directory,
30 index, reference, pointer, or hypertext link.

31
32 4-88-1503. Personal information from and about children and teens –
33 Online collection and use.

34 (a)(1) Except as provided in subdivision (a)(2) of this section, it
35 is unlawful for an operator of a website, online service, online application,
36 or mobile application directed to children or for any operator of a website,

1 online service, online application, or mobile application with actual
2 knowledge or knowledge fairly implied on the basis of objective
3 circumstances:

4 (A) To collect personal information from a child or teen
5 in a manner that violates subsection (b) of this section;

6 (B) To collect, use, disclose to third parties, or compile
7 personal information of a child or teen for purposes of individual-specific
8 advertising to children or teens, or to allow another person to collect, use,
9 disclose, or compile this information for individual-specific advertising to
10 children or teens;

11 (C) To collect the personal information of a child or teen
12 except when the collection of the personal information is:

13 (i) Consistent with the context of a particular
14 service or the relationship of the child or teen with the operator, including
15 without limitation collection that is necessary to fulfill a transaction or
16 provide a product or service requested by the child or teen; or

17 (ii) Required or specifically authorized by law;

18 (D) To store or transfer the personal information of a
19 child or teen of the United States unless the operator discloses to the child
20 or teen involved that his or her personal information is being stored or
21 transferred outside of the United States; or

22 (E) To retain the personal information of a child or teen
23 for longer that is reasonably necessary to fulfill a transaction or provide a
24 service requested by the child or teen except as required or specifically
25 authorized by law.

26 (2) Neither an operator nor the operator's agent shall be liable
27 for a disclosure made in good faith and following reasonable procedures in
28 responding to a request for disclosure of personal information under
29 subdivision (b)(3)(A) of this section to the parent of a child or to a teen
30 under subdivision (b)(4)(A) of this section.

31 (b) An operator of a website, online service, online application, or
32 mobile application directed to children or that has actual knowledge or
33 knowledge fairly implied on the basis of objective circumstances that it is
34 collecting personal information from children or teens shall:

35 (1) Provide clear and conspicuous notice of:

36 (A) What information is collected from children or teens

1 by the operator;
2 (B) How the operator uses such information;
3 (C) The operator's disclosure practices for such
4 information;
5 (D) The rights and opportunities available to the parent
6 of the child or teen under subdivisions (b)(3) and (b)(4) of this section;
7 and
8 (E) The procedures or mechanisms the operator uses to
9 ensure that personal information is not collected from children or teens
10 except under subsection (b) of this section;
11 (2) Obtain verifiable consent from a parent of a child or
12 consent from a teen:
13 (A) For the collection, use, or disclosure of personal
14 information from children or teens; and
15 (B) Before using or disclosing personal information of
16 the child or teen for any purpose that is a material change from the original
17 purposes and disclosure practices specified to the parent of the child or the
18 teen under subdivisions (b)(3) and (b)(4) of this section;
19 (3) Provide, upon request of a parent under this subsection (b)
20 whose child has provided personal information to that operator, upon proper
21 identification of that parent, to the parent:
22 (A)(i) A description of the specific types of personal
23 information collected from the child by that operator;
24 (ii) The method by which the operator obtained the
25 personal information; and
26 (iii) The purposes for which the operator, collects,
27 uses, discloses, and retains the personal information; and
28 (B) The opportunity to:
29 (i) Delete at any time personal information
30 collected from the child or content or information submitted by the child to
31 a website, online service, online application, or mobile application and to
32 refuse at any time to permit the operator's further use or maintenance in
33 retrievable form, or future online collection, of personal information from
34 that child; and
35 (ii) Challenge the accuracy of the personal
36 information and, if the parent of the child establishes the inaccuracy of the

1 personal information, to have the inaccurate personal information corrected;
2 and

3 (C) A means that is reasonable under the circumstances for
4 the parent to obtain any personal information collected from that child, if
5 that information is available to the operator at the time the parent makes
6 the request;

7 (4) Provide, upon the request of a teen under subdivision (b)(1)
8 of this section who has provided personal information to the operator and
9 upon proper identification of that teen:

10 (A) A description of the specific types of personal
11 information collected from the teen by the operator, the method by which the
12 operator obtained the personal information, and the purposes for which the
13 operator collects, uses, discloses, and retains the personal information;

14 (B) The opportunity at any time to delete personal
15 information collected from the teen or content or information submitted by
16 the teen to a website, online service, online application, or mobile
17 application and to refuse further use or collection of personal information
18 from the teen;

19 (C) The opportunity to challenge the accuracy of the
20 personal information and, if the teen establishes the inaccuracy of the
21 personal information, to have the inaccurate personal information corrected;
22 and

23 (D) A means that is reasonable under the circumstances for
24 the teen to obtain any personal information collected from the teen, if the
25 information is available to the operator at the time the teen makes the
26 request;

27 (5) Not require a child to disclose more personal information
28 than is reasonably necessary to participate as a condition to participate in:

29 (A) A game;

30 (B) The offering of a prize; or

31 (C) Another activity; and

32 (6) Establish, implement, and maintain reasonable security
33 practices to protect the confidentiality, integrity, and accessibility of
34 personal information of children or teens collected by the operator, and
35 protect the personal information against unauthorized access.

36 (c) Verifiable consent under subdivision (b)(2)(A) of this section is

1 not required in the case of:

2 (1) Online contact information collected from a child or teen
3 that is used only to respond directly on a one-time basis to a specific
4 request from the child or teen and is not used to recontact the child or teen
5 or to contact another child or teen and is not maintained in retrievable form
6 by the operator;

7 (2) A request for the name or online contact information of a
8 parent or teen that is used for the sole purpose of obtaining verifiable
9 consent or providing notice under this section and where such information is
10 not maintained in retrievable form by the operator if verifiable consent is
11 not obtained after a reasonable time;

12 (3) Online contact information collected from a child or teen
13 that is used only to respond more than once directly to a specific request
14 from the child or teen and is not used to recontact the child or teen beyond
15 the scope of that request if, before any additional response after the
16 initial response to the child or teen, the operator uses reasonable efforts
17 to provide a parent or teen notice of the online contact information
18 collected from the child or teen, the purposes for which it is to be used,
19 and an opportunity for the parent or teen to request that the operator make
20 no further use of the information and that it not be maintained in
21 retrievable form; and

22 (4) The name of the child or teen and online contact
23 information, to the extent reasonably necessary to protect the safety of a
24 child or teen participant on the site:

25 (i) Used only for the purpose of protecting such safety;

26 (ii) Not used to recontact the child or teen or for any
27 other purpose; and

28 (iii) Not disclosed on the site, if the operator uses
29 reasonable efforts to provide a parent or teen notice of the name and online
30 contact information collected from the child or teen, the purposes for which
31 it is to be used, and an opportunity for the parent or teen to request that
32 the operator make no further use of the information and that it not be
33 maintained in retrievable form; or

34 (E) The collection, use, or dissemination of such information by
35 the operator necessary to:

36 (i) Protect the security or integrity of its website;

1 (ii) Take precautions against liability;
2 (iii) Respond to judicial process; or
3 (iv) Provide information to law enforcement agencies
4 or for an investigation on a matter related to public safety.

5 (d)(1) An operator may terminate service provided to a child whose
6 parent has refused or a teen who has refused under subdivision (b)(2) of this
7 section to permit the operator's further use or maintenance in retrievable
8 form or future online collection of personal information from that child or
9 teen.

10 (2) An operator shall not discontinue service provided to a
11 child or teen on the basis of a request by the parent or the child or by the
12 teen under subdivision (b)(3)(B)(i) of this section to delete personal
13 information collected from the child or teen, to the extent that the operator
14 is capable of providing this service without the personal information.

15 (3) A request made under subdivisions (b)(3)(B)(i) of this
16 section to delete personal information of a child or teen shall not be
17 construed to:

18 (A) Limit the authority of a law enforcement agency to
19 obtain any content or information from an operator under a lawfully executed
20 warrant or an order of a court of competent jurisdiction; and

21 (B) Require an operator or third party to delete
22 information that:

23 (i) Another law requires the operator or third party
24 to maintain;

25 (ii) Was submitted to the website, online service,
26 online application, or mobile application of the operator by any person other
27 than the user who is attempting to erase or otherwise eliminate the content
28 or information, including without limitation content or information submitted
29 by the user that was republished or resubmitted by another person; or

30 (iii) Prohibit an operator from retaining a record
31 of the deletion request and the minimum information necessary for the
32 purposes of ensuring compliance with a request made under subsection (b) of
33 this section or ensuring that the child or teen's information remains
34 deleted.

35 (e) Except as provided under § 4-88-1503 and § 4-88-1505, a violation
36 of subdivisions (b)(2) and (b)(3) of this section shall be treated as an

1 unfair or deceptive act or practice prescribed under the Deceptive Trade
2 Practices Act, § 4-88-101 et seq.

3
4 4-88-1504. Enforcement.

5 In a case in which the Attorney General has reason to believe that an
6 interest of the residents of the state has been or is threatened or adversely
7 affected by the engagement of any person in a practice that violates the
8 provisions of this subchapter, the Attorney General may bring a civil action
9 on behalf of the residents of the state in a court of competent jurisdiction
10 to:

11 (1) Enjoin that practice;

12 (2) Enforce compliance with the rule;

13 (3) Obtain damages, restitution, or other compensation on behalf
14 of residents of the state; or

15 (4) Obtain such other relief as the court finds appropriate.

16
17 4-88-1505. Construction.

18 (1) For purposes of enforcing this subchapter, in making a
19 determination as to whether an operator has knowledge fairly implied on the
20 basis of objective circumstances that a user is a child or teen, the Attorney
21 General shall rely on competent and reliable empirical evidence, taking into
22 account the totality of the circumstances, including without limitation
23 consideration of whether the operator, using available technology, exercised
24 reasonable care.

25 (2) Nothing in this subchapter shall be construed to require an
26 operator to:

27 (A) Affirmatively collect any personal information regarding the
28 age of a child or teen that an operator is not already collecting in the
29 normal course of business; or

30 (B) Implement an age gating or age verification functionality.

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