

1 State of Arkansas  
2 95th General Assembly  
3 Regular Session, 2025  
4

# A Bill

HOUSE BILL 1726

5 By: Representatives Gramlich, A. Collins, Springer  
6 By: Senators J. Boyd, C. Tucker  
7

## For An Act To Be Entitled

9 AN ACT TO CREATE THE ARKANSAS KIDS ONLINE SAFETY ACT;  
10 AND FOR OTHER PURPOSES.  
11

## Subtitle

13 TO CREATE THE ARKANSAS KIDS ONLINE  
14 SAFETY ACT.  
15  
16

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

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

21 Subchapter 15 – Arkansas Kids Online Safety Act  
22

23 4-88-1501. Title.

24 This subchapter shall be known and may be cited as the "Arkansas Kids  
25 Online Safety Act".  
26

27 4-88-1502. Definitions.

28 As used in this subchapter:

29 (1) "Child" means an individual who is twelve (12) years of age  
30 or less;

31 (2) "Compulsive usage" means any response stimulated by external  
32 factors that causes an individual to engage in repetitive behavior that is  
33 reasonably likely to cause loss of control, anxiety, or depression;

34 (3) "Connected device" means an electronic device that:  
35 (A) Is capable of connecting to the internet, either  
36 directly or indirectly through a network, to communicate information at the



1 direction of an individual;

2 (B) Has computer processing capabilities for collecting,  
 3 sending, receiving, or analyzing data; and

4 (C) Is primarily designed for or marketed to consumers;

5 (4)(A) "Covered platform" means an entity that operates an  
 6 online platform, messaging application, or video streaming service that:

7 (i) Connects to the internet; and

8 (ii) Is targeted to minors.

9 (B) "Covered platform" does not include:

10 (i) An entity acting in the entity's own capacity as  
 11 a provider of:

12 (a) A common carrier service subject to the  
 13 Telecommunications Act of 1996, Pub. L. No. 104-104;

14 (b) A broadband internet access service as  
 15 defined in 47 C.F.R. § 8.1(b), as it existed on January 1, 2025;

16 (c) An email service;

17 (d) A teleconferencing or videoconferencing  
 18 service that allows reception and transmission of audio and video signals for  
 19 real-time communication, provided that:

20 (1) It is not an online platform such as  
 21 a social media service or social network; and

22 (2) The real-time communication is  
 23 initiated by using a unique link or identifier to facilitate access; or

24 (e) A wireless messaging service, including a  
 25 service that is provided through short messaging service or multimedia  
 26 messaging service protocols:

27 (1) That is not a component of or linked  
 28 to an online platform; and

29 (2) Where the predominant or exclusive  
 30 function is direct messaging consisting of the transmission of text, photos,  
 31 or videos that are sent by electronic means, where messages are transmitted  
 32 from the sender to the recipient, and are not posted within an online  
 33 platform or publicly;

34 (ii) An organization that is not organized to carry  
 35 on business for its own profit or the profit of its members;

36 (iii) A public or private preschool, elementary

1 school, secondary school, or any institution of vocational, professional, or  
2 higher education, or any service provided on behalf of those institutions  
3 that are subject to federal or state laws governing student privacy;

4 (iv) A library as defined in the Library Services  
5 and Technology Act, 20 U.S.C. § 9121 et seq., as it existed on January 1,  
6 2025;

7 (v) A news website or news application when:

8 (a) The inclusion of video content on the  
9 website or application is related to the website or application's own  
10 gathering, reporting, or publishing of news content; and

11 (b) The website or application is not  
12 otherwise an online platform;

13 (vi) A product or service that primarily functions  
14 as business-to-business software;

15 (vii) A virtual private network or similar service  
16 that exists solely to route internet traffic between locations; or

17 (viii) An interactive gaming platform that complies  
18 with the requirements of the Children's Online Privacy Protection Act, 15  
19 U.S.C. § 6501 et seq., and the regulations, rules, guidance, and exemptions  
20 under the Children's Online Privacy Protection Act, 15 U.S.C. § 6501 et seq.,  
21 as it existed on January 1, 2025;

22 (5) "Deidentified" means data that does not identify and is not  
23 linked or reasonably linkable to a device that is linked or reasonably  
24 linkable to an individual, regardless of whether the information is  
25 aggregated;

26 (6) "Geolocation" means information sufficient to identify a  
27 street name and a name of a city or town;

28 (7)(A) "Individual-specific advertising to minors" means  
29 advertising or any other effort to market a product or service that is  
30 directed to a specific minor or a device that is linked or reasonably  
31 linkable to a minor based on:

32 (i) The personal data of the minor or a group of  
33 minors who are similar in sex, age, income level, race, or ethnicity to the  
34 specific minor to whom the product or service is marketed;

35 (ii) Psychological profiling of a minor or group of  
36 minors; or

1           (iii) A unique identifier of the device.

2           (B) "Individual-specific advertising to minors" includes  
3 advertising or any other effort to market a product or service that is  
4 directed to a specific minor or a device that is linked or reasonably  
5 linkable to a minor as a result of use by the minor, access by device of the  
6 minor, or use by a group of minors who are similar to the specific minor of  
7 more than a single:

8           (i) Website;

9           (ii) Online service;

10          (iii) Online application;

11          (iv) Mobile application; or

12          (v) Connected device.

13          (C) "Individual-specific advertising to minors" does not  
14 include:

15          (i) Advertising or marketing to a minor or the  
16 device of the minor's specific request for information or feedback, including  
17 without limitation a minor's current search query;

18          (ii) Contextual advertising, including without  
19 limitation when an advertisement is displayed based on the content of the  
20 covered platform on which the advertisement appears and does not vary based  
21 on personal information related to the minor; or

22          (iii) Processing personal information solely for  
23 measuring or reporting advertising or content performance, reach, or  
24 frequency, including without limitation independent measurement.

25          (D) Subdivision (7)(A) of this section does not prohibit a  
26 covered platform that knows that an individual is a minor from delivering an  
27 advertisement that is age-appropriate for the minor involved and intended for  
28 a minor, so long as the covered platform does not use any personal data other  
29 than whether the individual is a minor in deciding to deliver the  
30 advertisement;

31          (8) "Knows" means to have actual knowledge or knowledge fairly  
32 implied on the basis of objective circumstances;

33          (9) "Mental health disorder" means the same as "mental disorder"  
34 under the most current edition of the Diagnostic and Statistical Manual of  
35 Mental Disorders;

36          (10) "Minor" means an individual who is sixteen (16) years of

1 age or younger;

2 (11) "Narcotic drugs" means the same as defined in the  
3 Controlled Substances Act, 21 U.S.C. § 801 et seq., as it existed on January  
4 1, 2025;

5 (12)(A) "Online platform" means any public-facing website,  
6 online service, online application, or mobile application created primarily  
7 to serve a community forum for user generated content, including without  
8 limitation sharing videos, images, audio files, or other content.

9 (B) "Online platform" does not include:

10 (i) An entity that solely provides access to third-  
11 party applications through a website, online service, online application, or  
12 mobile application without exercising control over the functionality,  
13 content, or user interactions within those applications;

14 (ii) A broadband internet service; or

15 (iii) A telecommunications service, as defined in 47  
16 U.S.C. § 153, as it existed on January 1, 2025;

17 (13) "Parent" means:

18 (A) A natural parent of a minor;

19 (B) A legal guardian of a minor; or

20 (C) An individual with legal custody of a minor;

21 (14) "Personal data" means information that identifies or is  
22 linked or reasonably linkable to a particular minor, including without  
23 limitation a consumer device identifier that is linked or reasonably linkable  
24 to a minor;

25 (15) "Personalized recommendation system" means a fully or  
26 partially automated system used to suggest, promote, or rank content,  
27 including other users or posts, based on the personal data of a user or  
28 users;

29 (16) "Precise geolocation information" means geolocation  
30 information that identifies an individual's location within a range of five  
31 (5) miles or less;

32 (17) "Verifiable parental consent" means the same as defined in  
33 the Children's Online Privacy Protection Act, 15 U.S.C. § 6501 et seq., as it  
34 existed on January 1, 2025; and

35 (18) "Video streaming service" means a digital platform that  
36 enables users to upload, share, or view user-generated video content in real

1 time.

2

3 4-88-1503. Duty of care – Prevention of harm to minors – Limitations.

4 (a) A covered platform shall take reasonable measures in the design  
 5 and operation of any product, service, or feature that the covered platform  
 6 knows is used by minors to avoid any heightened risk of harm to minors caused  
 7 by such product, service, or feature, including without limitation:

8 (1) The following mental health disorders, consistent with  
 9 evidence-informed medical information:

10 (A) Anxiety;

11 (B) Depression;

12 (C) Eating disorders;

13 (D) Substance use disorders; and

14 (E) Suicidal behaviors;

15 (2) Patterns of use that indicate or encourage addiction-like  
 16 behaviors;

17 (3) Physical violence, online bullying, and harassment of the  
 18 minor;

19 (4) Sexual exploitation and abuse;

20 (5) Promotion and marketing of narcotic drugs, tobacco products,  
 21 gambling, or alcohol; and

22 (6) Predatory, unfair, or deceptive marketing practices and  
 23 other financial harms.

24 (b) This section does not require a covered platform to prevent or  
 25 preclude:

26 (1) A minor from deliberately and independently searching for or  
 27 specifically requesting content; or

28 (2) The covered platform or individuals on the covered platform  
 29 from providing resources for the prevention or mitigation of the harms  
 30 described in subsection (a) of this section.

31

32 4-88-1504. Safeguards for minors – Parental tools – Reporting –  
 33 Application.

34 (a) A covered platform shall provide an individual that the covered  
 35 platform knows is a minor with readily accessible and easy-to-use safeguards  
 36 to:

1           (1) Limit the ability of other individuals to communicate with  
2 the minor;

3           (2) Prevent other users, whether registered or not, from viewing  
4 the minor's personal data collected by or shared on the covered platform,  
5 including without limitation restricting public access to personal data;

6           (3) Limit features that are incorporated for the sole or primary  
7 purpose of increasing, sustaining, or extending use of the covered platform  
8 by the minor, including without limitation:

9                   (A) Automatic playing of media;

10                   (B) Rewards for time spent on the covered platform; and

11                   (C) Other features that result in compulsive usage of the  
12 covered platform by the minor;

13           (4) Control personalized recommendation systems by providing the  
14 minor with the ability to:

15                   (A) Opt out of personalized recommendation systems while  
16 still allowing the display of content based on a chronological format; or

17                   (B) Limit access to certain types or categories of  
18 recommendations from the personalized recommendation systems;

19           (5) Restrict the sharing of the precise geolocation information  
20 of the minor to other users on the covered platform; and

21           (6) Provide notice regarding the tracking of the minor's precise  
22 geolocation information.

23           (b) A covered platform shall provide an individual that the covered  
24 platform knows is a minor with readily accessible and easy-to-use options to:

25                   (1) Delete the minor's account and any personal data collected  
26 from or shared by the minor on the covered platform; and

27                   (2) Limit the amount of time spent by the minor on the covered  
28 platform.

29           (c) In the case of a user that the covered platform knows is a minor,  
30 a covered platform shall provide that the default setting for any safeguard  
31 described under subsection (a) of this section shall be the option available  
32 on the covered platform that provides the most protective level of control  
33 that is offered by the covered platform over privacy and safety for that  
34 user.

35           (d)(1) A covered platform shall provide readily accessible and easy-  
36 to-use settings for a parent to support an individual that the covered

1 platform knows is a minor with respect to the individual's use of the covered  
2 platform.

3 (2) The parental settings provided by a covered platform under  
4 subdivision (d)(1) of this section shall include:

5 (A) The ability to manage a minor's privacy and account  
6 settings, including without limitation the safeguards and options established  
7 under subsections (a) and (b) of this section, in a manner that allows a  
8 parent to:

9 (i) View the privacy and account settings; and

10 (ii) In the case of a user that the covered platform  
11 knows is a child, change and control the privacy and account settings; and

12 (B) The ability to:

13 (i) Restrict purchases and financial transactions by  
14 the minor; and

15 (ii) View metrics of total time spent on the covered  
16 platform and restrict time spent on the covered platform by the minor.

17 (3) A covered platform shall provide clear and conspicuous  
18 notice to an individual that the platform knows is a minor when the settings  
19 under subdivisions (1)–(3) of this subsection (d) are in use and what  
20 settings or controls have been applied.

21 (4) If a covered platform knows a user is a child, the covered  
22 platform shall ensure that the settings described under subdivisions (d)(1)  
23 and (d)(2) of this section are enabled by default.

24 (e)(1) A covered platform shall provide:

25 (A) A readily accessible and easy-to-use means to submit  
26 reports to the covered platform of harms to a minor;

27 (B) An electronic point of contact specific to matters  
28 involving harms to a minor; and

29 (C) Confirmation of the covered platform's receipt of such  
30 a report and a means to track a submitted report through the covered  
31 platform.

32 (2)(A) A covered platform shall establish an internal process to  
33 receive and substantively respond to such reports in a reasonable and timely  
34 manner, but in no case later than:

35 (i) Ten (10) days after receipt of a report, if for  
36 the most recent calendar year, the covered platform averaged more than ten



1 million (10,000,000) active users on a monthly basis in the United States; or  
2 (ii) Twenty-one (21) days after receipt of a report,  
3 if for the most recent calendar year, the covered platform averaged ten  
4 million (10,000,000) or fewer active users on a monthly basis in the United  
5 States.

6 (B) However, if the report under this subsection (e)  
7 involves an imminent threat to the safety of a minor, a covered platform  
8 shall address as promptly as possible the reported threat to safety.

9 (f) If a covered platform knows an individual is a minor, the covered  
10 platform shall not facilitate advertising to the minor of:

- 11 (1) Narcotic drugs;
- 12 (2) Tobacco products;
- 13 (3) Gambling; or
- 14 (4) Alcohol.

15 (g) A covered platform shall implement the safeguards and parental  
16 controls described under subsections (a)–(d) of this section by providing:

17 (1) Information and control options in a clear and conspicuous  
18 manner that:

19 (A) Considers the differing ages, capacities, and  
20 developmental needs of the minors most likely to access the covered platform;  
21 and

22 (B) Does not encourage a minor or a parent of a minor to  
23 weaken or disable safeguards or parental controls;

24 (2) Readily accessible and easy-to-use controls to enable or  
25 disable safeguards or parental controls; and

26 (3) Information and control options in the same language, form,  
27 and manner as the covered platform provides the product or service used by  
28 minors and their parents.

29 (h) It is unlawful and a violation of the Deceptive Trade Practices  
30 Act, § 4-88-101 et seq., for any covered platform to design, modify, or  
31 manipulate a user interface of a covered platform with the purpose or  
32 substantial effect of subverting or impairing user autonomy, decision-making,  
33 or choice regarding safeguards or parental controls required under this  
34 section.

35 (i) This section does not:

- 36 (1) Prevent a covered platform from taking reasonable measures

1 to:

2 (A) Block, detect, or prevent the distribution of  
 3 unlawful, obscene, or other harms to minors as described in § 4-88-1503; or

4 (B) Block or filter spam, prevent criminal activity, or  
 5 protect the security of a covered platform;

6 (2) Require the disclosure of a minor's browsing behavior,  
 7 search history, messages, contact list, or other content or metadata of his  
 8 or her communications;

9 (3) Prevent a covered platform from using a personalized  
 10 recommendation system to display content to a minor if the personalized  
 11 recommendation system only uses information on:

12 (A) The language spoken by the minor;

13 (B) The city the minor is located in; or

14 (C) The minor's age;

15 (4) Prohibit a covered platform from integrating its products or  
 16 service with controls from third-party systems, including without limitation  
 17 operating systems or gaming consoles, to meet the requirements imposed under  
 18 subsections (a)–(d) of this section regarding safeguards for minors and  
 19 settings for parents, provided that:

20 (A) The controls meet the requirements under subsections  
 21 (a)–(d) of this section; and

22 (B) The minor or parent is provided with reasonable notice  
 23 under the circumstances of the integration and use of the controls; or

24 (5) Require a covered platform to weaken existing privacy and  
 25 security protections or prevent implementation of new privacy and security  
 26 protections of a platform or service, including without limitation privacy-  
 27 enhancing technologies.

28  
 29 4-88-1505. Disclosure – Notice – Personalized recommendation system –  
 30 Advertising and marketing information and labels – Resources.

31 (a)(1) Before registration or purchase of a covered platform by an  
 32 individual that the platform knows is a minor, the covered platform shall  
 33 provide clear, conspicuous, and easy-to-understand:

34 (A) Notice of the policies and practices of the covered  
 35 platform regarding personal data and safeguards for minors; and

36 (B) Information about how to access the safeguards and

1 parental tools required under subdivision (a)(2)(A) of this section.

2 (2)(A) In the case of an individual that a covered platform  
3 knows is a child, the platform shall provide information about the parental  
4 settings and safeguards required under subdivision (a)(2)(A) of this section  
5 to a parent of the child and obtain verifiable parental consent from the  
6 parent before the initial use of the covered platform by the child.

7 (B) A covered platform is deemed to have satisfied the  
8 requirement described in subdivision (a)(2)(A) if the covered platform uses  
9 reasonable efforts taking into consideration available technology to provide  
10 a parent with the information described in subdivision (a)(2)(A) of this  
11 section and to obtain verifiable parental consent under § 4-88-1504.

12 (C) If the covered platform is not required to obtain  
13 verifiable parental consent under § 4-88-1504, the covered platform shall  
14 provide information about the parental tools and safeguards required under §  
15 4-88-1504 to a parent of a user that the platform knows is a child and obtain  
16 parental consent from the parent before the initial use of the covered  
17 platform by the child.

18 (b) In a clear, conspicuous, and easy-to-understand manner, a covered  
19 platform shall set out in its terms and conditions of use:

20 (1) An overview of how the personalized recommendation system is  
21 used by the covered platform to provide information to the users of the  
22 covered platform who are minors, including without limitation how the  
23 personalized recommendation system uses the personal data of minors; and

24 (2) Information about options for a minor or his or her parent  
25 to opt out of or control the personalized recommendation system.

26 (c) A covered platform that facilitates advertising aimed at a user  
27 that the covered platform knows is a minor shall provide clear, conspicuous,  
28 and easy-to-understand information and labels to the minor on advertisements  
29 regarding:

30 (1) The name of the product, service, or brand and the subject  
31 matter of an advertisement;

32 (2) If the covered platform engages in individual-specific  
33 advertising to minors, why a particular advertisement is directed to a  
34 specific minor, including without limitation material information about how  
35 the minor's personal data is used to direct the advertisement to the minor;  
36 and

1           (3) Whether particular media displayed to the minor is an  
2 advertisement or marketing material, including without limitation disclosure  
3 of endorsements of products, services, or brands made for commercial  
4 consideration by other users of the covered platform.

5           (d) A covered platform shall provide to a minor and his or her parent  
6 clear, conspicuous, easy-to-understand, and comprehensive information in a  
7 prominent location regarding:

8           (1) The covered platform's policies and practices regarding  
9 collection and retention of personal data and safeguards in place to protect  
10 minors; and

11           (2) How to access the parental settings and tools required under  
12 § 4-88-1504.

13           (e) To the extent practicable, a covered platform shall ensure that  
14 the disclosures required by this section are made available in the same  
15 language, form, and manner as the covered platform provides any product or  
16 service used by a minor and his or her parent.

17  
18           4-88-1506. Enforcement.

19           (a) In an enforcement action brought under this subchapter, the  
20 Attorney General shall allege a violation of a specific provision or specific  
21 provisions of this subchapter.

22           (b)(1) A violation of this subchapter is:

23                   (A) An unfair and deceptive act or practice under the  
24 Deceptive Trade Practices Act, § 4-88-101 et seq.; and

25                   (B) Punishable solely by action of the Attorney General.

26           (2) All remedies, penalties, and authority granted to the  
27 Attorney General under the Deceptive Trade Practices Act, § 4-88-101 et seq.,  
28 shall be available to the Attorney General for the enforcement of this  
29 subchapter.

30           (3) The remedies and penalties for violations under this  
31 subchapter are cumulative and in addition to other procedures or remedies for  
32 violations or conduct under other law.

33           (c) Before initiating an enforcement action against a covered platform  
34 for an alleged violation of this subchapter, the Attorney General shall first  
35 provide written notice to the covered platform that is alleged to have  
36 committed or to be committing one (1) or more of the violations of this

1 subchapter.

2 (d) If, to the extent reasonably practicable, the covered platform  
3 cures the alleged violation of this subchapter within ninety (90) days of  
4 receiving the notice specified in subsection (c) of this section, then the  
5 Attorney General shall not pursue further enforcement action for those  
6 alleged violations of this subchapter.

7  
8 4-88-1507. Kids Online Safety Council – Creation.

9 (a) There is created within the Department of Commerce a council to be  
10 known as the "Kids Online Safety Council".

11 (b) The council shall consist of nine (9) members appointed by the  
12 Secretary of the Department of Commerce and include diverse participation  
13 from:

14 (1) Academic experts, health professionals, and members of civil  
15 society with expertise in mental health, substance use disorders, and the  
16 prevention of harms to minors;

17 (2) Representatives in academia and civil society with specific  
18 expertise in privacy and civil liberties;

19 (3) Parents and youth representation;

20 (4) Representatives of covered platforms;

21 (5) Representatives of the State Securities Department, the  
22 Department of Corrections, the Department of Health, and the Department of  
23 Human Services;

24 (6) Educators; and

25 (7) Representatives of communities of socially disadvantaged  
26 individuals as defined in the Small Business Act, 15 U.S.C. § 631 et seq., as  
27 it existed on January 1, 2025.

28 (c) The council shall:

29 (1) Identify emerging or current risks of harms to minors  
30 associated with online platforms;

31 (2) Recommend measures and methods for assessing, preventing,  
32 and mitigating harms to minors online;

33 (3) Recommend methods and themes for conducting research  
34 regarding online harms to minors, including in English and languages other  
35 than English; and

36 (4) Recommend best practices and clear, consensus-based

1 technical standards for transparency reports and audits, as required under  
2 this subchapter, including methods, criteria, and scope to promote overall  
3 accountability.

4  
5 4-88-1508. Filter bubble transparency requirements – Definitions.

6 (a) As used in this section:

7 (1) "Algorithmic ranking system" means a computational process,  
8 including without limitation a computational process derived from algorithmic  
9 decision-making, machine learning, statistical analysis, or other data  
10 processing or artificial intelligence techniques, used to determine the  
11 selection, order, relative prioritization, or relative prominence of content  
12 from a set of information that is provided to a user on a covered platform,  
13 including without limitation:

14 (A) The ranking of search results;

15 (B) The provision of content recommendations;

16 (C) The display of social media posts; or

17 (D) Any other method of automated content selection;

18 (2) "Downstream provider" means, with respect to a search  
19 syndication contract, the person that receives access to an index of web  
20 pages on the internet from an upstream provider under such contract;

21 (3)(A) "Input-transparent algorithm" means an algorithmic  
22 ranking system that does not use the user-specific data of a user to  
23 determine the selection, order, relative prioritization, or relative  
24 prominence of information that is furnished to such user on a covered  
25 platform, unless the user-specific data is expressly provided to the covered  
26 platform by the user for that purpose.

27 (B) For purposes of subdivision (a)(3)(A) of this section,  
28 user-specific data that is provided by a user for the express purpose of  
29 determining the selection, order, relative prioritization, or relative  
30 prominence of information that is furnished to such user on a covered  
31 platform:

32 (i) Shall include user-supplied search terms,  
33 filters, speech patterns if provided for the purpose of enabling the covered  
34 platform to accept spoken input or select the language in which the user  
35 interacts with the covered platform, saved preferences, and the current  
36 precise geolocation information that is supplied by the user;

1                   (ii) Shall include the user's current approximate  
2 geolocation information;

3                   (iii) Shall include data affirmatively supplied to  
4 the covered platform by the user that expresses the user's desire to receive  
5 particular information, such as the social media profiles the user follows,  
6 the video channels the user subscribes to, or other content or sources of  
7 content on the platform the user selects;

8                   (iv) Shall not include the history of the user's  
9 connected device, including the user's history of web searches and browsing,  
10 previous geographical locations, physical activity, device interaction, and  
11 financial transactions; and

12                   (v) Shall not include inferences about the user or  
13 the user's connected device, without regard to whether such inferences are  
14 based on data described in subdivision (a)(3)(B)(i) or subdivision  
15 (a)(3)(B)(ii) of this section;

16                   (4)(A) "Opaque algorithm" means an algorithmic ranking system  
17 that determines the selection, order, relative prioritization, or relative  
18 prominence of information that is furnished to the user on a covered platform  
19 based, in whole or part, on user-specific data that was not expressly  
20 provided by the user to the platform for such purpose.

21                   (B) "Opaque algorithm" does not include an algorithmic  
22 ranking system used by a covered platform if:

23                   (i) The only user-specific data, including without  
24 limitation inferences about the user, that algorithmic ranking system uses is  
25 information relating to the age of the user; and

26                   (ii) The information is only used to restrict a  
27 user's access to content on the basis that the individual is a minor;

28                   (5) "Search syndication contract" means a contract or  
29 subcontract for the sale of, license of, or other right to access an index of  
30 web pages or search results on the internet for the purpose of operating an  
31 internet search engine;

32                   (6) "Upstream provider" means, with respect to a search  
33 syndication contract, the person that grants access to an index of web pages  
34 or search results on the internet to a downstream provider under the  
35 contract; and

36                   (7) "User-specific data" means information relating to an

1 individual or a specific connected device that would not necessarily be true  
2 of every individual or device.

3 (b)(1) It is unlawful:

4 (A) For any person to operate a covered platform that uses  
5 an opaque algorithm unless the person complies with the requirements of  
6 subdivision (b)(2) of this section; or

7 (B) For any upstream provider to grant access to an index  
8 of web pages on the internet under a search syndication contract that does  
9 not comply with the requirements of subdivision (b)(3) of this section.

10 (2)(A) A covered platform operating an opaque algorithm shall:

11 (i) Provide notice to users of the covered platform:

12 (a) That the covered platform uses an opaque  
13 algorithm that uses user-specific data to select the content the user sees,  
14 with such notice presented in a clear, conspicuous manner on the covered  
15 platform whenever the user interacts with an opaque algorithm for the first  
16 time that can be dismissed by the user; and

17 (b) In the terms and conditions of the covered  
18 platform, in a clear, accessible, and easily comprehensible manner to be  
19 updated no less frequently than one (1) time every six (6) months:

20 (1) The most salient features, inputs,  
21 and parameters used by the opaque algorithm;

22 (2) How any user-specific data used by  
23 the algorithm is collected or inferred about a user of the covered platform,  
24 and the categories of such data;

25 (3) Any options that the covered  
26 internet platform makes available for a user of the covered platform to opt  
27 out or exercise options under subdivision (b)(2)(A)(ii) of this section,  
28 modify the profile of the user, or influence the features, inputs, or  
29 parameters used by the opaque algorithm; and

30 (4) Any quantities, such as time spent  
31 using a product or specific measures of engagement or social interaction,  
32 that the opaque algorithm is designed to optimize, as well as a general  
33 description of the relative importance of each quantity for such ranking; and

34 (ii) Make available a version of the covered  
35 platform that uses an input-transparent algorithm and enables users to easily  
36 switch between the version of the platform that uses an opaque algorithm and



1 the version of the covered platform that uses the input-transparent  
2 algorithm.

3 (B) Subdivision (b)(2)(A) of this section shall not apply  
4 to an internet search engine if:

5 (i) The internet search engine is operated by a  
6 downstream provider with fewer than one thousand (1,000) employees; and

7 (ii) The internet search engine uses an index of web  
8 pages on the internet to which the downstream provider received access under  
9 a search syndication contract.

10 (3) An upstream provider engaged in a search syndication  
11 contract shall:

12 (A) Make available to the downstream provider the same  
13 input-transparent algorithm used by the upstream provider for purposes of  
14 complying with subdivision (b)(2)(A)(ii) of this section; and

15 (B) Not impose any additional costs, degraded quality,  
16 reduced speed, or other constraint on the functioning of the input-  
17 transparent algorithm when used by the downstream provider to operate an  
18 internet search engine relative to the performance of the input-transparent  
19 algorithm when used by the upstream provider to operate an internet search  
20 engine.

21 (4) A covered platform shall not deny, charge different prices  
22 or rates for, or condition the provision of a service or product to an  
23 individual based on the individual's election to use a version of the  
24 platform that uses an input-transparent algorithm as provided under  
25 subdivision (b)(2)(A)(ii) of this section.

26 (c) This section does not limit or prohibit a covered platform's  
27 ability to, at the direction of an individual user or group of users,  
28 restrict another user from searching for, finding, accessing, or interacting  
29 with a user's or group's account, content, data, or online community.

30  
31 4-88-1509. Construction.

32 (a) For purposes of enforcing this subchapter, in making a  
33 determination of whether a covered platform has knowledge fairly implied on  
34 the basis of objective circumstances that a user is a minor, the Attorney  
35 General shall rely on competent and reliable empirical evidence, taking into  
36 account the totality of the circumstances, including without limitation

1 consideration of whether the operator, using available technology, exercised  
2 reasonable care.

3 (b) This subchapter does not require:

4 (1) The collection of any personal data that a covered platform  
5 is not already collecting in the normal course of business;

6 (2) A covered platform to implement an age gating or age  
7 verification functionality;

8 (3) The disclosure of information that may impact the privacy of  
9 users or the security of a covered platform's service;

10 (4) A covered platform to weaken existing privacy and security  
11 protections or prevent implementation of new privacy and security protections  
12 of a platform or service, including without limitation privacy-enhancing  
13 technologies; or

14 (5) A covered platform to perform an action that is not  
15 technically feasible.

16 (c) This subchapter does not restrict a covered platform's ability to:

17 (1) Cooperate with law enforcement agencies regarding activity  
18 that the covered platform reasonably and in good faith believes may violate  
19 federal law, state law, or local regulations;

20 (2) Comply with a civil, criminal, or regulatory inquiry or any  
21 investigation, subpoena, or summons by federal, state, local, or other  
22 government authorities; or

23 (3) Investigate, establish, exercise, respond to, or defend  
24 against legal claims.

25 (d) A video streaming service is in compliance with this subchapter  
26 if:

27 (1) It predominantly consists of news, sports, entertainment, or  
28 other video programming content that is preselected by the provider and not  
29 user-generated;

30 (2) Any chat, comment, or interactive functionality that the  
31 video streaming service provides is incidental to, directly related to, or  
32 dependent on provision of that content; and

33 (3) If the video streaming service requires account owner  
34 registration and is not predominantly news or sports, the video streaming  
35 service includes the capability:

36 (A) To limit a minor's access to the video streaming

1 service, including without limitation utilizing a system of age-rating;

2 (B) To limit the automatic playing of on-demand content  
3 selected by a personalized recommendation system for an individual that the  
4 video streaming service knows is a minor;

5 (C) To provide an individual that the video streaming  
6 service knows is a minor with readily accessible and easy-to-use options to  
7 delete an account held by the minor and delete any personal data collected  
8 from the minor on the service, or, in the case of a video streaming service  
9 that allows a parent to create a profile for a minor, to allow a parent to  
10 delete the minor's profile, and to delete any personal data collected from  
11 the minor on the video streaming service;

12 (D) For a parent to manage a minor's privacy and account  
13 settings, and restrict purchases and financial transactions by a minor;

14 (E) To provide an electronic point of contact specific to  
15 matters described in subdivision (d)(3) of this section;

16 (F) To offer a clear, conspicuous, and easy-to-understand  
17 notice of the policies and practices with respect to personal data and the  
18 capabilities described in this subdivision (d)(3); and

19 (G) When providing on-demand content, to employ measures  
20 that safeguard against serving advertising for narcotic drugs, tobacco  
21 products, gambling, or alcohol directly to the account or profile of an  
22 individual that the video streaming service knows is a minor.

23  
24 SECTION 2. DO NOT CODIFY. EFFECTIVE DATE.

25 This act is effective on and after July 1, 2026.  
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