

HOUSE BILL NO. 271

IN THE LEGISLATURE OF THE STATE OF ALASKA

THIRTY-THIRD LEGISLATURE - SECOND SESSION

BY THE HOUSE LABOR AND COMMERCE COMMITTEE

Introduced: 1/16/24

Referred: Labor and Commerce, Judiciary

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to social media and minors; and providing for an effective date."**

2 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

3 * **Section 1.** AS 45.50 is amended by adding new sections to read:

4 **Article 5A. Social Media Platforms and Minors.**

5 **Sec. 45.50.650. User age verification and parental consent.** (a) A social
6 media platform may not allow a minor who is a resident of the state to create or
7 maintain an account on the platform without first obtaining written consent for the
8 minor to create and maintain the account from the minor's parent or another person
9 who has legal custody of the minor. When obtaining written consent for a minor to
10 create or maintain an account, the social media platform shall verify the identity of the
11 person consenting and the relationship of the consenting person to the minor.

12 (b) A social media platform shall verify the age of each user of the platform in
13 the state.

14 (c) A social media platform shall provide a mechanism for a consenting parent
15 to

1 (1) revoke consent for a minor user to create and maintain an account
2 at any time; and

3 (2) delete the minor user's account and all associated data.

4 **Sec. 45.50.660. Parental access to minor user's account.** (a) A social media
5 platform shall provide a consenting parent with full access to the minor user's account,
6 including all of the minor user's posts, messages, comments, likes, shares, and other
7 interactions on the platform.

8 (b) A social media platform may not restrict, limit, or interfere with a
9 consenting parent's ability to monitor, modify, or delete any content or activity on the
10 minor user's account.

11 (c) A social media platform shall notify a minor user when the minor's
12 consenting parent accesses the minor user's account or makes any changes to the
13 account settings or preferences.

14 **Sec. 45.50.670. Advertising to minor users prohibited.** A social media
15 platform may not display, send, or target an advertisement to a minor user or use data
16 collected from a minor user for an advertising purpose.

17 **Sec. 45.50.680. Content targeting minor users prohibited.** A social media
18 platform may not use an algorithm, artificial intelligence, machine learning, or other
19 technology to select, recommend, rank, or personalize content for a minor user based
20 on the minor user's profile, preferences, behavior, location, or other data.

21 **Sec. 45.50.690. Addictive features for minor users prohibited.** A social
22 media platform may not employ a feature, design, or mechanism that encourages or
23 rewards a minor user's excessive or compulsive use of the platform or that exploits the
24 psychological vulnerabilities of a minor user.

25 **Sec. 45.50.700. Curfew for minor users.** A social media platform may not
26 allow a minor user to access or use the platform between 10:30 p.m. and 6:30 a.m. in
27 the time zone where the user is accessing or using the platform unless the consenting
28 parent modifies these hours in the account settings.

29 **Sec. 45.50.710. Enforcement and penalties.** (a) If a social media platform
30 violates AS 45.50.650 - 45.50.740, the attorney general may bring an action in
31 superior court to seek injunctive relief, civil penalties, or other appropriate remedies.

1 (b) A social media platform that violates AS 45.50.650 - 45.50.740 is subject
2 to a civil penalty of not more than \$10,000 for each violation.

3 **Sec. 45.50.720. Private right of action.** If a social media platform violates
4 AS 45.50.650 - 45.50.740, a parent or other person with legal custody of a minor user
5 who is harmed by the violation may bring an action against the platform in superior
6 court to seek actual damages, punitive damages, attorney fees, and costs.

7 **Sec. 45.50.730. Definitions.** In AS 45.50.650 - 45.50.740,

8 (1) "consenting parent" means a parent or other person who has legal
9 custody of a minor who has consented to the minor's use of a social media platform;

10 (2) "minor" means a person under 18 years of age;

11 (3) "minor user" means a resident of the state under 18 years of age
12 who accesses or uses a social media platform;

13 (4) "social media platform" means an online service, application, or
14 Internet website that allows users to create, share, or view user-generated content,
15 including text, images, videos, or audio;

16 (5) "user" means a person who accesses or uses a social media
17 platform.

18 **Sec. 45.50.740. Short title.** AS 45.50.650 - 45.50.740 may be known as the
19 Alaska Social Media Regulation Act.

20 * **Sec. 2.** This Act takes effect January 1, 2025.