

Fiscal Note

State of Alaska
2026 Legislative Session

Bill Version: SB 262
Fiscal Note Number: _____
() Publish Date: _____

Identifier: SB262-LAW-SLA-04-24-26
Title: SOCIAL MEDIA/MINORS
Sponsor: BJORKMAN
Requester: (S)Labor & Commerce

Department: Department of Law
Appropriation: Civil Division
Allocation: Special Litigation & Appeals
OMB Component Number: 3460

Expenditures/Revenues

Note: Amounts do not include inflation unless otherwise noted below. (Thousands of Dollars)

	FY2027	Included in	Out-Year Cost Estimates				
	Appropriation Requested	Governor's FY2027 Request	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
OPERATING EXPENDITURES	FY 2027	FY 2027					
Personal Services							
Travel							
Services							
Commodities							
Capital Outlay							
Grants & Benefits							
Miscellaneous							
Total Operating	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Fund Source (Operating Only)

None							
Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Positions

Full-time							
Part-time							
Temporary							

Change in Revenues

None							
Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Estimated SUPPLEMENTAL (FY2026) cost: 0.0 *(separate supplemental appropriation required)*

Estimated CAPITAL (FY2027) cost: 0.0 *(separate capital appropriation required)*

Does the bill create or modify a new fund or account? No
(Supplemental/Capital/New Fund - discuss reasons and fund source(s) in analysis section)

ASSOCIATED REGULATIONS

Does the bill direct, or will the bill result in, regulation changes adopted by your agency? No
If yes, by what date are the regulations to be adopted, amended or repealed? N/A

Why this fiscal note differs from previous version/comments:

Not applicable; initial version

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Agency: Department of Law	

FISCAL NOTE ANALYSIS

STATE OF ALASKA
2026 LEGISLATIVE SESSION

BILL NO. SB 262

Analysis

House Bill 262 imposes requirements on social media companies to protect minors from the addictive and manipulative design features used by social media platforms. The bill requires social media platforms to gain prior parental consent before a minor may use their product. The social media platforms would be restricted by the time-of-day notifications could be sent to minors and the types of personal and location data regarding the minor that they could collect and share. Additionally, the platforms would not be allowed to send targeted advertising to a minor.

A violation of this law would also be a violation of the Unfair Trade Practices Act (“UTPA”) which is enforced through the Department of Law. A private cause of action is exempted from this law. The bill provides for punitive damages against a platform that violates the law knowingly or recklessly. The bill provides for the attorney general to adopt regulations, including those establishing reasonable age assurance practices, practices for obtaining parental consent and designating addictive design features. The bill also requires social media platforms to submit an annual report to the attorney general summarizing their compliance with the act.

The Department of Law’s decisions to bring UTPA actions are discretionary and the Department anticipates that it will be able to implement the enforcement section of this bill within existing resources. Therefore, the division does not anticipate a fiscal impact from this legislation.