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SB 262 Social Media/Minors **Sectional Analysis Version I** **April 29, 2026**

Section 1 – Would amend AS 45.50.471(b) in Alaska’s Unfair Trade Practices and Consumer Protection statutes to add the prohibitions relating to social media accounts for minors created in this legislation.

Section 2 – Creates new sections in Alaska Statute restricting and prohibiting social media use by Alaskan minors.

AS 45.50.650 would require social media platforms to prohibit Alaskans under the age of 16 from holding a social media account and would prohibit social media platforms from pushing recommended content to Alaskan account holders that are under 18. In addition, the new language in this section allows an account holder under 16 to terminate their account and prohibits the retention of the minor’s data except for any data that must be maintained by law.

AS 45.50.660 would allow for the award of punitive damages to the State of Alaska in addition to the remedies available to the Attorney General under Alaska’s Consumer Protection Statutes if a social media platform has engaged in a pattern of knowingly or recklessly violating AS 45.50.650. The new language prohibits individuals from bringing action under AS 45.50.471 and allows the attorney general to adopt regulations to implement the new language in Section 2 of this bill.

AS 45.50.670 allows Alaskans under the age of 18 who are account holders and who are harmed by the platform’s violation of AS 45.50.650 to bring action against a social media platform if the platform knowingly or recklessly violates the prohibitions in AS 45.50.650, and to recover damages. Requires the action to be brought by the account holder’s parent or guardian within one year of the parent or guardian discovering the violation or when they should have reasonably known of the violation. This language does not prohibit an account holder who brings action under this section from pursuing other remedies as well.

AS 45.50.680 provides the characteristics of the social media platforms to which the statute applies. This includes platforms on which at least ten percent of users under 18 spend two or

more hours a day on the platform and the platform has one or more of the addictive features listed in the statute.

AS 45.50.690 defines “account holder,” “daily active users,” “personal data,” “personalized recommendation system,” and “social media platform” when used in this section of statute.

Section 3 – Provides a January 1, 2027, effective date.