

ALASKA STATE LEGISLATURE

House Labor & Commerce Committee



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HB 271 - Sectional Analysis

Section 1: Amends AS 45.50 by adding new sections in Chapter 50: Competitive Practices, Regulation of Competition, Consumer Protection, labeled “Article 5A. Social Media Platforms & Minors”

Section 45.50.650: Requires written consent by a parent or guardian for resident minors to create an account on a social media platform.

- Requires age verification.
- Provides a mechanism for a parent or guardian to revoke their consent at any time and for the social media platform to delete the minor user’s account and all data, if requested

Section 45.50.660: Grants full access to a minor user’s account to a consenting parent with no restrictions or limitations. Notification of the minor user is required when changes are made to account settings or preferences.

Section 45.50.670: Prohibits advertising to minor users and prohibits data collection from minor users for advertising purposes.

Section 45.50.680: Prohibits the use of algorithms, artificial intelligence, or other technology tools to personalize content for minor users based on any data points.

Section 45.50.690: Prohibits the use of addictive features for minor users, or any technology that exploits minors’ psychological vulnerabilities.

Section 45.50.700: Establishes a curfew, with no access for minor users permitted between 10:30 pm and 6:30 am, unless the parent modifies these settings.

Section 45.50.710: Permits the attorney general to seek injunctive relief or civil penalties as appropriate to enforce the sections above (AS 45.50.650 – 45.50.740). This section establishes a maximum civil penalty of \$10,000 for each violation.

Section 45.50.720: Establishes a private right of action for parents or other legal guardians of minor users, who are harmed by a violation of AS 45.50.650 – 45.50.740, to bring action in court to seek damages and, if successful, recoup all costs including attorney fees.

Section 45.50.730: Provides definitions for “consenting parent,” “minor,” “minor user,” “social media platform,” and “user.”

Section 45.50.740: Sets a short title: “Alaska Social Media Regulation Act.”

Section 2: Sets an effective date: January 1, 2025.