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S.F. No. 3933 – Prohibiting social media algorithms from targeting minors (1st engrossment)

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Date: March 28, 2022

S.F. 3933 prohibits a social media platform from using an algorithm to target user-generated content to account holders who are minors. This bill authorizes a civil action against the social media platform if the platform knew or should have known that the account holder was a minor at the time the minor received the user-generated content. The social media operator is liable to the account holder for regular or special damages, a statutory penalty of \$1,000 per violation, and any other penalties provided by law. This section does not apply to: (1) algorithms intended to block access to harmful content; (2) software or devices designed to filter out content based on parental controls; or (3) user-generated content created by government entities or public or private schools.