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S.F. No. 3496 - Minors appearing in Internet content -2nd engrossment

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S.F. 3496 provides regulations, compensation requirements, and enforcement provisions related to minor children appearing on the Internet on platforms where the content generates compensation.

Section 1 adds a cross reference to the new section 181A.13 on compensation for internet content creation within the definitions section applicable to child labor.

Section 2 defines “online platform” to mean a website or mobile applications such as social networking sites and streaming services.

Section 3 defines “content creation” as the content put online for compensation.

Section 4 defines “content creator” as a person 18 or older who creates and posts content online for compensation, on their own or with a company.

Section 5 requires a trust account and payment for the content created using the minor’s likeness and for the trust to be maintained until the minor reaches 21. Requires that records are kept on minors who appear in at least 30 percent of the content, when the content generates income, including the minor’s name, the amount of compensation generated, and how much was paid to the minor’s trust account.

Allows the minor to sue for damages if any of the provisions of this section are violated. Allows a person age 13 or older who was featured as a minor in content to request content deletion from online platforms.

Provides an effective date of July 1, 2025, for this section.