

Bill Number: H.98**Title:** An Act relative to internet privacy rights for children**Lead Sponsor:** Representative David Rogers**Hearing Date:** April 9, 2025**Report Date:** June 8, 2025**Current Law:**

- **M.G.L. Chapter 93** regulates trade in the Commonwealth.

Executive Summary: Children use social media at younger ages and with greater frequency every year. Surveys have shown children between 8 and 12 years old average five hours of screen time per day. Aims to protect privacy rights for children by allowing them to wipe their internet and social media contents upon request. It would also restrict certain product advertising and marketing on sites or platforms that minors use.

Legislative History: Filed as H.80 (2023 - 2024) Referred to AITIC; accompanied H. 4632

Focuses on the regulation of marketing and advertising directed at minors on internet websites, online services, and mobile applications while also providing mechanisms for content removal and compliance measures for operators. The legislation doesn't require operators to collect additional age verification information about their users.

Operators of websites and applications directed to minors are prohibited from marketing or advertising certain products and services to minors. This includes alcoholic beverages, firearms, ammunition, tobacco products, cannabis, fireworks, and more. Operators must also avoid marketing or advertising based on specific information related to a minor's profile or activities.

Operators are prohibited from using or disclosing the personal information of minors for marketing or advertising purposes.

Operators must allow registered minor users to remove or request the removal of content they've posted on the platform. Clear instructions for content removal must be provided to minor users, with a notice that removal doesn't guarantee complete erasure. Operators are considered compliant if they make content posted by minor users invisible to others while it remains on their servers.

Operators violating these regulations can be fined up to \$2,500 per violation, with the possibility of a civil action brought by the attorney general.

There are exceptions for certain circumstances, including federal legal requirements, third-party content, anonymization of content, minors not following removal instructions, and situations where minors received compensation for content.

The legislation doesn't limit law enforcement's authority to obtain content or information from operators as authorized by law or court orders.