

2nd Sub. S.B. 163
STUDENT INFORMATION AMENDMENTS

Representative **John Knotwell** proposes the following amendments:

1. *Page 8, Lines 215 through 225:*

- 215 (25) (a) "Targeted advertising" means [~~advertising to a student on an internal or~~
216 ~~external application, if the advertisement is based on information or student data the third-party~~
217 ~~contractor collected or received under the third-party contractor's contract with an education~~
218 ~~entity]~~ presenting advertisements to a student ~~{on an internal or external application}~~ where the
219 advertisement is selected based on information obtained or inferred over time from ~~{student data;~~
~~the}~~ that
220 student's online behavior, ~~{or}~~ usage of applications , or student data .
221 (b) "Targeted advertising" does not include ~~{advertisements presented}~~ advertising to a
student ~~{on an~~
222 ~~internal or external application}~~ ;
223 (i) ~~{where the advertisement is selected}~~ at an online location based upon
~~{the}~~ that student's current visit to ~~{or~~
224 ~~single search query on a site, software, service, or application}~~ that location ; or
(ii) in response to that student's request for information or feedback, without retention of that
student's online activities or requests over time for the purpose of targeting subsequent ads.
225 ~~{(ii) for a nonprofit institution of higher education or scholarship provider.}~~