

Effective 7/1/2026

Part 1 General Provisions

Superseded 7/1/2027

13-81-101 Definitions.

As used in this chapter:

- (1) "Open protocol" means a publicly available technical standard that:
 - (a) enables interoperability and data exchange between social media services by providing a common data infrastructure where multiple social media services can access, contribute to, and synchronize a user's personal data;
 - (b) is free from:
 - (i) licensing fees; and
 - (ii) patent restrictions; and
 - (c) governs how social media services communicate and exchange data with each other.
- (2)
 - (a) "Personal data" means the same as that term is defined in Section 13-61-101.
 - (b) "Personal data" includes a user's social graph.
- (3)
 - (a) "Social graph" means data that represents a person's connections and interactions within a social media service.
 - (b) "Social graph" includes:
 - (i) the person's social connections with other users;
 - (ii) content created by the person;
 - (iii) the person's responses to other users' content, including comments, reactions, and shares;
 - (iv) other users' responses to the person's content; and
 - (v) metadata associated with the items described in Subsections (3)(b)(i) through (iv).
 - (c) "Social graph" does not include another user's or an entity's content and responses that have been designated private by those users and entities, including private messages.
- (4) "Social media company" means an entity that owns or operates a social media service.
- (5)
 - (a) "Social media service" means a public website or application that:
 - (i) displays content that is primarily generated by account holders and not by the social media company;
 - (ii) permits an individual to register as an account holder and create a profile that is made visible to the general public or a set of other users defined by the account holder;
 - (iii) connects account holders to allow users to interact socially with each other within the website or application; and
 - (iv) allows account holders to post content viewable by other users.
 - (b) "Social media service" does not include:
 - (i) email;
 - (ii) cloud storage; or
 - (iii) document viewing, sharing, or collaboration services.
- (6) "User" means an individual located in the state who accesses or uses a social media service.

Enacted by Chapter 468, 2025 General Session

Effective 7/1/2027

13-81-101 Definitions.

As used in this chapter:

- (1) "Open protocol" means a publicly available technical standard that:
 - (a) enables interoperability and data exchange between social media services by providing a common data infrastructure where multiple social media services can access a user's personal data;
 - (b) is free from:
 - (i) licensing fees; and
 - (ii) patent restrictions; and
 - (c) governs how social media services communicate and exchange data with each other.
- (2)
 - (a) "Personal data" means the same as that term is defined in Section 13-61-101.
 - (b) "Personal data" includes a user's social graph.
- (3)
 - (a) "Social graph" means data, or a user-selected portion of data, that represents a person's connections and interactions within a social media service.
 - (b) "Social graph" includes:
 - (i) the person's social connections with other users;
 - (ii) content created by the person;
 - (iii) the person's responses to other users' content, including comments, reactions, mentions, reposts, shares, and other engagements;
 - (iv) metadata associated with the items described in Subsections (3)(b)(i) through (iii); and
 - (v) relational references sufficient to maintain the associations among data elements described in Subsections (3)(b)(i) through (iii).
 - (c) "Social graph" does not include another user's or an entity's content and responses that have been designated private by those users and entities, including private messages.
- (4) "Social media company" means an entity that owns or operates a social media service.
- (5)
 - (a) "Social media service" means a public website or application that:
 - (i) displays content that is primarily generated by account holders and not by the social media company;
 - (ii) permits an individual to register as an account holder and create a profile that is made visible to the general public or a set of other users defined by the account holder;
 - (iii) connects account holders to allow users to interact socially with each other within the website or application;
 - (iv) makes available to each account holder a list or lists of other account holders with whom the account holder shares a connection within the system; and
 - (v) allows account holders to post content viewable by other users.
 - (b) "Social media service" does not include:
 - (i) email;
 - (ii) cloud storage; or
 - (iii) document viewing, sharing, or collaboration services.
- (6) "User" means an individual located in the state who accesses or uses a social media service.

Amended by Chapter 316, 2026 General Session

Superseded 7/1/2027

13-81-102 Legislative findings.

The Legislature finds that:

- (1) an individual has a right to control and move the individual's own personal data, including social interactions online;
- (2) companies have demonstrated a pattern of restricting the interoperability of content, preventing users from easily sharing posts and interactions across different platforms; and
- (3) the state should ensure that individuals have the right to access a complete personal data record from social media platforms.

Enacted by Chapter 468, 2025 General Session

Effective 7/1/2027

13-81-102 Legislative findings.

The Legislature finds that:

- (1) an individual has a right to control and move the individual's own personal data, including social interactions online;
- (2) companies have demonstrated a pattern of restricting the interoperability of content, preventing users from easily sharing posts and interactions across different platforms, reducing effective consumer choice, and stifling market competition; and
- (3) the state should ensure that individuals have the right to access a complete personal data record in a portable format from social media platforms.

Amended by Chapter 316, 2026 General Session