



House of Representatives *State of Utah*

UTAH STATE CAPITOL COMPLEX • 350 STATE CAPITOL
P.O. BOX 145030 • SALT LAKE CITY, UTAH 84114-5030 • (801) 538-1029

March 2, 2017

Mr. Speaker,

The Education Committee reports a favorable recommendation on **2nd Sub. S.B. 163**, STUDENT INFORMATION AMENDMENTS, by Senator J. L. Anderegg, with the following amendments:

I. Page 8, Lines 213 through 226:

213 (b) an individual designated as a student data manager by an education entity under
214 Section 53A-1-1404.

215 { ~~(25) (a) "Targeted advertising" means [advertising to a student on an
216 internal or~~

~~217 external application, if the advertisement is based on information or student data
218 the third-party~~

~~219 contractor collected or received under the third-party contractor's contract with an
220 education~~

~~221 entity] presenting advertisements to a student on an internal or external application
222 where the~~

~~223 advertisement is selected based on information obtained or inferred from student
224 data, the~~

~~225 student's online behavior, or usage of applications.~~

226 ~~(b) "Targeted advertising" does not include advertisements presented to a
227 student on an~~

~~228 internal or external application:~~

~~229 (i) where the advertisement is selected based upon the student's current visit to
230 or~~

~~231 single search query on a site, software, service, or application; or~~

~~232 (ii) for a nonprofit institution of higher education or scholarship provider. }~~

233 (25) (a) "Targeted advertising" means presenting advertisements to a
234 student where the advertisement is selected based on information obtained or
235 inferred over time from that student's online behavior, usage of applications, or

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student data.

(b) "Targeted advertising" does not include advertising to a student:

(i) at an online location based upon that student's current visit to 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.

(26) "Third-party contractor" means a person who:

Respectfully,

Val L. Peterson
Chair

Voting: 9-0-5

5 SB0163.HC1.wpd 3/2/17 6:10 pm agoldstein/ARG VANWB

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