

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

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

1. *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 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 from student data, the~~
220 ~~student's online behavior, or usage of applications.~~

221 ~~(b) "Targeted advertising" does not include advertisements presented to a student on an~~
222 ~~internal or external application:~~

223 ~~(i) where the advertisement is selected based upon the student's current visit to or~~
224 ~~single search query on a site, software, service, or application; or~~

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

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