

**ABUSE OF PERSONAL IDENTITY ACT AMENDMENTS**

2023 GENERAL SESSION

STATE OF UTAH

**Chief Sponsor: Ryan D. Wilcox**

Senate Sponsor: Kirk A. Cullimore

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**LONG TITLE**

**General Description:**

This bill amends provisions of the Abuse of Personal Identity Act.

**Highlighted Provisions:**

This bill:

▶ allows an individual's lawfully obtained personal information or public data to be used to preview, advertise, or promote the sale of a product, service, or subscription, provided that the use of the personal information or public data does not imply that the individual endorses or approves of the product, service, or subscription.

**Money Appropriated in this Bill:**

None

**Other Special Clauses:**

None

**Utah Code Sections Affected:**

AMENDS:

**45-3-3**, as last amended by Laws of Utah 1999, Chapter 146

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*Be it enacted by the Legislature of the state of Utah:*

Section 1. Section **45-3-3** is amended to read:

**45-3-3. Acts constituting abuse -- Permitting prosecution.**

(1) Except for purposes of the criminal penalty in Section **76-9-407**, the personal



28 identity of an individual is abused if:

29 (a) an advertisement is published in which the personal identity of that individual is  
30 used in a manner which expresses or implies that the individual approves, endorses, has  
31 endorsed, or will endorse the specific subject matter of the advertisement; and

32 (b) consent has not been obtained for such use from the individual, or if the individual  
33 is a minor, then consent of one of the minor's parents or consent of the minor's legally  
34 appointed guardian.

35 (2) Nothing in this part prohibits prosecution of abuse of personal identity under  
36 Section [76-9-407](#).

37 (3) The personal identity of an individual is not abused if the individual's personal data  
38 or publicly available information:

39 (a) was lawfully obtained;

40 (b) is used to preview, advertise, or promote the sale of a product, service, or  
41 subscription, including the sale of a product, service, or subscription of which the individual's  
42 personal data or publicly available information is or may be a part; and

43 (c) is not used in a way that expresses or implies that the individual approves, endorses,  
44 has endorsed, or will endorse the product, service, or subscription being previewed, advertised,  
45 or promoted.