

212 (11) "User" means a person who has access to view all, or some of, the posts on a
213 social media platform, but is not an account holder.

214 (12) (a) "Utah account holder" means a person who is a Utah resident and an account
215 holder.

216 (b) "Utah account holder" includes a Utah minor account holder.

217 (13) "Utah minor account holder" means a Utah account holder who is a minor.

218 (14) "Utah resident" means an individual who currently resides in Utah.

219 Section 4. Section **13-63-102** is enacted to read:

220 **13-63-102. Age requirements for use of social media platform -- Parental consent**
221 **-- Rulemaking authority of division.**

222 (1) Beginning March 1, 2024, a social media company may not permit a Utah resident
223 who is a minor to be an account holder on the social media company's social media platform
224 unless the Utah resident has the express consent of a parent or guardian.

225 (2) Notwithstanding any provision of this chapter, a social media company may not
226 permit a Utah resident who is a minor to hold or open an account on a social media platform if
227 the minor is ineligible to hold or open an account under any other provision of state or federal
228 law.

229 (3) (a) Beginning March 1, 2024, a social media company shall verify the age of an
230 existing or new account holder and, if the existing or new account holder is a minor, confirm
231 that a minor has consent as required under Subsection (1):

232 (i) for a new account, at the time a Utah resident opens the account; or

233 (ii) for a Utah account holder who has not provided age verification as required under
234 this section, within 14 calendar days of the Utah account holder's attempt to access the account
235 after the above date.

236 (b) If a Utah account holder fails to meet the verification requirements of this section
237 within the required time period, the social media company shall deny access to the account:

238 (i) upon the expiration of the time period; and

239 (ii) until all verification requirements are met.

240 (4) In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the
241 division **Š→**, with consideration of stakeholder input, **←Š** shall make rules to:

242 (a) establish processes or means by which a social media company may meet the age

243 verification requirements of this chapter;

244 (b) establish acceptable forms or methods of identification ~~§~~ → , which may not be limited
244a to a valid identification card issued by a government entity ←~~§~~ ;

245 (c) establish requirements for providing confirmation of the receipt of any information
246 provided by a person seeking to verify age under this chapter;

247 (d) establish processes or means to confirm that a parent or guardian has provided
248 consent for the minor to open or use an account as required under this section;

249 (e) establish requirements for retaining, protecting, and securely disposing of any
250 information obtained by a social media company or its agent as a result of compliance with the
251 requirements of this chapter;

252 (f) require that information obtained by a social media company or its agent in order to
253 comply with the requirements of this chapter are only retained for the purpose of compliance
254 and may not be used for any other purpose;

255 (g) if the division permits an agent to process verification requirements required by this
256 section, require that the agent have its principal place of business in the United States of
257 America;

258 (h) require other applicable state agencies to comply with any rules promulgated under
259 the authority of this section; and

260 (i) ensure that the rules are consistent with state and federal law, including Title 13,
261 Chapter 61, Utah Consumer Privacy Act.

262 Section 5. Section **13-63-103** is enacted to read:

263 **13-63-103. Prohibition on data collection for certain accounts -- Prohibition on**
264 **advertising -- Use of information -- Search results -- Directed content.**

265 Beginning March 1, 2024, a social media company, for a social media platform account
266 held by a Utah minor account holder:

267 (1) shall prohibit direct messaging between the account and any other user that is not
268 linked to the account through friending;

269 (2) may not show the account in search results for any user that is not linked to the
270 account through friending;

271 (3) shall prohibit the display of any advertising in the account;

272 (4) shall not collect or use any personal information from the posts, content, messages,
273 text, or usage activities of the account other than information that is necessary to comply with,