

COMMITTEE ON COMMERCE
HOUSE OF REPRESENTATIVES AMENDMENTS TO H.B. 2195
(Reference to printed bill)

Amendment instruction key:

[GREEN UNDERLINING IN BRACKETS] indicates text added to statute or previously enacted session law.
[Green underlining in brackets] indicates text added to new session law or text restoring existing law.
[GREEN STRIKEOUT IN BRACKETS] indicates new text removed from statute or previously enacted session law.
[Green strikeout in brackets] indicates text removed from existing statute, previously enacted session law or new session law.
<<Green carets>> indicate a section added to the bill.
<<Green strikeout in carets>> indicates a section removed from the bill.

1 The bill as proposed to be amended is reprinted as follows:

2 Section 1. Title 44, chapter 10, article 5, Arizona Revised
3 Statutes, is amended by adding section 44-1483, to read:

4 44-1483. Digital advertising directed toward children;
5 content restrictions; civil penalty; enforcement;
6 definitions

7 A. ~~[AN]~~ [A CHILD-DIRECTED] APPLICATION ~~[PLATFORM]~~ MAY NOT DISPLAY
8 INAPPROPRIATE AND MATURE ADVERTISEMENTS ~~[ON A CHILD-DIRECTED APPLICATION].~~

9 ~~[B. AN ADVERTISEMENT THAT IS PLACED ON A CHILD-DIRECTED APPLICATION~~
10 ~~MUST BE SUITABLE FOR INDIVIDUALS WHO ARE TWELVE YEARS OF AGE OR YOUNGER.~~

11 ~~C. AN APPLICATION PLATFORM SHALL IMPLEMENT MONITORING SYSTEMS TO~~
12 ~~ENSURE COMPLIANCE WITH THIS SECTION.]~~

13 ~~[D.]~~ [B.] ~~[AN]~~ [A CHILD-DIRECTED] APPLICATION ~~[PLATFORM]~~ THAT DOES
14 NOT COMPLY WITH THIS SECTION IS SUBJECT TO A CIVIL PENALTY OF UP TO
15 \$10,000 PER VIOLATION. [IN DETERMINING WHETHER AN APPLICATION IS A CHILD
16 DIRECTED APPLICATION, THE FOLLOWING ASPECTS SHALL BE CONSIDERED:

17 1. SUBJECT MATTER.

18 2. VISUAL CONTENT.

19 3. THE USE OF ANIMATED CHARACTERS OR CHILD-ORIENTED ACTIVITIES.

20 4. INCENTIVES, MUSIC OR OTHER AUDIO CONTENT.

21 5. THE AGE OF MODELS AND THE PRESENCE OF CHILD CELEBRITIES OR
22 CELEBRITIES WHO APPEAL TO CHILDREN.]

23 ~~[E.]~~ [C.] THE ATTORNEY GENERAL SHALL ENFORCE THIS SECTION.

24 ~~[F.]~~ [D.] FOR THE PURPOSES OF THIS SECTION:

25 [1. "APPLICATION PLATFORM" MEANS A DIGITAL DISTRIBUTION SERVICE
26 THAT OFFERS FOR DOWNLOAD AN APPLICATION.]

1 ~~[2.]~~ [1.] "CHILD-DIRECTED APPLICATION" MEANS AN APPLICATION
2 ~~[PLATFORM]~~ THAT IS PRIMARILY INTENDED FOR USE OR DOWNLOAD BY AN INDIVIDUAL
3 WHO IS TWELVE YEARS OF AGE OR YOUNGER.
4 ~~[3.]~~ [2.] "INAPPROPRIATE AND MATURE ADVERTISEMENT"~~[.]~~
5 ~~(a)]~~ MEANS AN ADVERTISEMENT THAT ~~[INCLUDES CONTENT THAT]~~ IS
6 UNSUITABLE FOR AN INDIVIDUAL WHO IS TWELVE YEARS OF AGE OR YOUNGER ~~[.]~~
7 ~~(b)]~~ ~~[AND THAT]~~ INCLUDES ANY OF THE FOLLOWING:
8 ~~[(i)]~~ [(a)] VIOLENCE.
9 ~~[(ii)]~~ [(b)] EXPLICIT LANGUAGE.
10 ~~[(iii)]~~ [(c)] SEXUAL CONTENT.
11 ~~[(iv)]~~ [(d)] ALCOHOL OR DRUG USE.
12 Sec. 2. Effective date
13 Section 44-1483, Arizona Revised Statutes, as added by this act, is
14 effective from and after December 31, 2026.

15 Enroll and engross to conform

16 Amend title to conform

And, as so amended, it do pass

JEFF WENINGER
CHAIRMAN

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