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1 **HOUSE BILL NO. 1817**

2 Offered January 13, 2025

3 Prefiled January 6, 2025

4 *A BILL to amend and reenact §§ 59.1-575 and 59.1-576 of the Code of Virginia and to amend the Code of*
5 *Virginia by adding a section numbered 59.1-577.1, relating to Consumer Data Protection Act; social*
6 *media; parental consent.*

7 Patrons—Wyatt, Arnold, Cherry, Earley, Fowler, Green, Kent, Milde, Owen, Walker and Wilt

8 Referred to Committee on Labor and Commerce

9 **Be it enacted by the General Assembly of Virginia:**10 **1. That §§ 59.1-575 and 59.1-576 of the Code of Virginia are amended and reenacted and that the Code**
11 **of Virginia is amended by adding a section numbered 59.1-577.1 as follows:**12 **§ 59.1-575. Definitions.**

13 As used in this chapter, unless the context requires a different meaning:

14 "Affiliate" means a legal entity that controls, is controlled by, or is under common control with another
15 legal entity or shares common branding with another legal entity. For the purposes of this definition,
16 "control" or "controlled" means (i) ownership of, or the power to vote, more than 50 percent of the
17 outstanding shares of any class of voting security of a company; (ii) control in any manner over the election
18 of a majority of the directors or of individuals exercising similar functions; or (iii) the power to exercise
19 controlling influence over the management of a company.20 "Authenticate" means verifying through reasonable means that the consumer, entitled to exercise his
21 consumer rights in § 59.1-577, is the same consumer exercising such consumer rights with respect to the
22 personal data at issue.23 "Biometric data" means data generated by automatic measurements of an individual's biological
24 characteristics, such as a fingerprint, voiceprint, eye retinas, irises, or other unique biological patterns or
25 characteristics that is used to identify a specific individual. "Biometric data" does not include a physical or
26 digital photograph, a video or audio recording or data generated therefrom, or information collected, used, or
27 stored for health care treatment, payment, or operations under HIPAA.

28 "Business associate" means the same meaning as the term established by HIPAA.

29 "Child" means any natural person younger than 13 years of age.

30 "Consent" means a clear affirmative act signifying a consumer's freely given, specific, informed, and
31 unambiguous agreement to process personal data relating to the consumer. Consent may include a written
32 statement, including a statement written by electronic means, or any other unambiguous affirmative action.33 "Consumer" means a natural person who is a resident of the Commonwealth acting only in an individual
34 or household context. It does not include a natural person acting in a commercial or employment context.35 "Controller" means the natural or legal person that, alone or jointly with others, determines the purpose
36 and means of processing personal data.

37 "Covered entity" means the same as the term is established by HIPAA.

38 "Decisions that produce legal or similarly significant effects concerning a consumer" means a decision
39 made by the controller that results in the provision or denial by the controller of financial and lending
40 services, housing, insurance, education enrollment, criminal justice, employment opportunities, health care
41 services, or access to basic necessities, such as food and water.42 "De-identified data" means data that cannot reasonably be linked to an identified or identifiable natural
43 person, or a device linked to such person. A controller that possesses "de-identified data" shall comply with
44 the requirements of subsection A of § 59.1-581.

45 "Health record" means the same as that term is defined in § 32.1-127.1:03.

46 "Health care provider" means the same as that term is defined in § 32.1-276.3.

47 "HIPAA" means the federal Health Insurance Portability and Accountability Act of 1996 (42 U.S.C. §
48 1320d et seq.).49 "Identified or identifiable natural person" means a person who can be readily identified, directly or
50 indirectly.51 "Institution of higher education" means a public institution and private institution of higher education, as
52 those terms are defined in § 23.1-100.

53 "Minor" means any natural person younger than 18 years of age.

54 "Nonprofit organization" means any corporation organized under the Virginia Nonstock Corporation Act
55 (§ 13.1-801 et seq.) or any organization exempt from taxation under § 501(c)(3), 501(c)(6), or 501(c)(12) of
56 the Internal Revenue Code, any political organization, any organization exempt from taxation under §

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59 501(c)(4) of the Internal Revenue Code that is identified in § 52-41, and any subsidiary or affiliate of entities
60 organized pursuant to Chapter 9.1 (§ 56-231.15 et seq.) of Title 56.

61 "Online service, product, or feature" means any service, product, or feature that is provided online.
62 "Online service, product, or feature" does not include telecommunications service, as defined in 47 U.S.C. §
63 153, broadband Internet access service, as defined in 47 C.F.R. § 54.400, or delivery or use of a physical
64 product.

65 "Personal data" means any information that is linked or reasonably linkable to an identified or identifiable
66 natural person. "Personal data" does not include de-identified data or publicly available information.

67 "Political organization" means a party, committee, association, fund, or other organization, whether or not
68 incorporated, organized and operated primarily for the purpose of influencing or attempting to influence the
69 selection, nomination, election, or appointment of any individual to any federal, state, or local public office or
70 office in a political organization or the election of a presidential/vice-presidential elector, whether or not such
71 individual or elector is selected, nominated, elected, or appointed.

72 "Precise geolocation data" means information derived from technology, including but not limited to global
73 positioning system level latitude and longitude coordinates or other mechanisms, that directly identifies the
74 specific location of a natural person with precision and accuracy within a radius of 1,750 feet. "Precise
75 geolocation data" does not include the content of communications or any data generated by or connected to
76 advanced utility metering infrastructure systems or equipment for use by a utility.

77 "Process" or "processing" means any operation or set of operations performed, whether by manual or
78 automated means, on personal data or on sets of personal data, such as the collection, use, storage, disclosure,
79 analysis, deletion, or modification of personal data.

80 "Processor" means a natural or legal entity that processes personal data on behalf of a controller.

81 "Profiling" means any form of automated processing performed on personal data to evaluate, analyze, or
82 predict personal aspects related to an identified or identifiable natural person's economic situation, health,
83 personal preferences, interests, reliability, behavior, location, or movements.

84 "Protected health information" means the same as the term is established by HIPAA.

85 "Pseudonymous data" means personal data that cannot be attributed to a specific natural person without
86 the use of additional information, provided that such additional information is kept separately and is subject
87 to appropriate technical and organizational measures to ensure that the personal data is not attributed to an
88 identified or identifiable natural person.

89 "Publicly available information" means information that is lawfully made available through federal, state,
90 or local government records, or information that a business has a reasonable basis to believe is lawfully made
91 available to the general public through widely distributed media, by the consumer, or by a person to whom
92 the consumer has disclosed the information, unless the consumer has restricted the information to a specific
93 audience.

94 "Sale of personal data" means the exchange of personal data for monetary consideration by the controller
95 to a third party. "Sale of personal data" does not include:

96 1. The disclosure of personal data to a processor that processes the personal data on behalf of the
97 controller;

98 2. The disclosure of personal data to a third party for purposes of providing a product or service requested
99 by the consumer;

100 3. The disclosure or transfer of personal data to an affiliate of the controller;

101 4. The disclosure of information that the consumer (i) intentionally made available to the general public
102 via a channel of mass media and (ii) did not restrict to a specific audience; or

103 5. The disclosure or transfer of personal data to a third party as an asset that is part of a merger,
104 acquisition, bankruptcy, or other transaction in which the third party assumes control of all or part of the
105 controller's assets.

106 "Sensitive data" means a category of personal data that includes:

107 1. Personal data revealing racial or ethnic origin, religious beliefs, mental or physical health diagnosis,
108 sexual orientation, or citizenship or immigration status;

109 2. The processing of genetic or biometric data for the purpose of uniquely identifying a natural person;

110 3. The personal data collected from a known child; or

111 4. Precise geolocation data.

112 "Social media platform" means a public or semipublic Internet-based service or application that has
113 users in the Commonwealth and meets both of the following criteria:

114 1. A primary function of the service or application is to connect users in order to allow users to interact
115 socially with each other within the service or application. A service or application that provides email or
116 direct messaging services shall not be considered to meet this criterion on the basis of that function alone.

117 2. The service or application allows a user to (i) construct a public or semipublic profile for purposes of
118 signing into and using the service or application; (ii) populate a public list of other users with whom the user
119 shares a social connection within the system; and (iii) create or post content viewable by other users,

120 *including on message boards, in chat rooms, or through a landing page or main feed that presents the user*
 121 *with content generated by other users. A service or application that consists primarily of news, sports,*
 122 *entertainment, ecommerce, or content that is preselected by the provider, or for which any chat, comments,*
 123 *or interactive functionality is incidental to, directly related to, or dependent on the provision of such content,*
 124 *shall not be considered to meet this criterion on the basis of that function alone.*

125 "State agency" means the same as that term is defined in § 2.2-307.

126 "Targeted advertising" means displaying advertisements to a consumer where the advertisement is
 127 selected based on personal data obtained from that consumer's activities over time and across nonaffiliated
 128 websites or online applications to predict such consumer's preferences or interests. "Targeted advertising"
 129 does not include:

- 130 1. Advertisements based on activities within a controller's own websites or online applications;
- 131 2. Advertisements based on the context of a consumer's current search query, visit to a website, or online
 132 application;
- 133 3. Advertisements directed to a consumer in response to the consumer's request for information or
 134 feedback; or
- 135 4. Processing personal data processed solely for measuring or reporting advertising performance, reach, or
 136 frequency.

137 "Third party" means a natural or legal person, public authority, agency, or body other than the consumer,
 138 controller, processor, or an affiliate of the processor or the controller.

139 "*Verifiable parental consent*" means *authorization by a parent or legal guardian for a social media*
 140 *platform that is required in order to permit any minor to create an account with such social media platform*
 141 *and, with such account, use such social media platform.*

142 **§ 59.1-576. Scope; exemptions.**

143 A. This chapter applies to persons that conduct business in the Commonwealth or produce products or
 144 services that are targeted to residents of the Commonwealth and that (i) during a calendar year, control or
 145 process personal data of at least 100,000 consumers or (ii) control or process personal data of at least 25,000
 146 consumers and derive over 50 percent of gross revenue from the sale of personal data.

147 B. This chapter shall not apply to any (i) body, authority, board, bureau, commission, district, or agency of
 148 the Commonwealth or of any political subdivision of the Commonwealth; (ii) financial institution or data
 149 subject to Title V of the federal Gramm-Leach-Bliley Act (15 U.S.C. § 6801 et seq.); (iii) covered entity or
 150 business associate governed by the privacy, security, and breach notification rules issued by the U.S.
 151 Department of Health and Human Services, 45 C.F.R. Parts 160 and 164 established pursuant to HIPAA, and
 152 the Health Information Technology for Economic and Clinical Health Act (P.L. 111-5); (iv) nonprofit
 153 organization; or (v) institution of higher education.

154 C. The following information and data is exempt from this chapter:

- 155 1. Protected health information under HIPAA;
- 156 2. Health records for purposes of Title 32.1;
- 157 3. Patient identifying information for purposes of 42 U.S.C. § 290dd-2;
- 158 4. Identifiable private information for purposes of the federal policy for the protection of human subjects
 159 under 45 C.F.R. Part 46; identifiable private information that is otherwise information collected as part of
 160 human subjects research pursuant to the good clinical practice guidelines issued by The International Council
 161 for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use; the protection of human
 162 subjects under 21 C.F.R. Parts 6, 50, and 56, or personal data used or shared in research conducted in
 163 accordance with the requirements set forth in this chapter, or other research conducted in accordance with
 164 applicable law;
- 165 5. Information and documents created for purposes of the federal Health Care Quality Improvement Act
 166 of 1986 (42 U.S.C. § 11101 et seq.);
- 167 6. Patient safety work product for purposes of the federal Patient Safety and Quality Improvement Act (42
 168 U.S.C. § 299b-21 et seq.);
- 169 7. Information derived from any of the health care-related information listed in this subsection that is de-
 170 identified in accordance with the requirements for de-identification pursuant to HIPAA;
- 171 8. Information originating from, and intermingled to be indistinguishable with, or information treated in
 172 the same manner as information exempt under this subsection that is maintained by a covered entity or
 173 business associate as defined by HIPAA or a program or a qualified service organization as defined by 42
 174 U.S.C. § 290dd-2;
- 175 9. Information used only for public health activities and purposes as authorized by HIPAA;
- 176 10. The collection, maintenance, disclosure, sale, communication, or use of any personal information
 177 bearing on a consumer's credit worthiness, credit standing, credit capacity, character, general reputation,
 178 personal characteristics, or mode of living by a consumer reporting agency or furnisher that provides
 179 information for use in a consumer report, and by a user of a consumer report, but only to the extent that such
 180 activity is regulated by and authorized under the federal Fair Credit Reporting Act (15 U.S.C. § 1681 et seq.);
- 181 11. Personal data collected, processed, sold, or disclosed in compliance with the federal Driver's Privacy

182 Protection Act of 1994 (18 U.S.C. § 2721 et seq.);
183 12. Personal data regulated by the federal Family Educational Rights and Privacy Act (20 U.S.C. § 1232g
184 et seq.);
185 13. Personal data collected, processed, sold, or disclosed in compliance with the federal Farm Credit Act
186 (12 U.S.C. § 2001 et seq.); and
187 14. Data processed or maintained (i) in the course of an individual applying to, employed by, or acting as
188 an agent or independent contractor of a controller, processor, or third party, to the extent that the data is
189 collected and used within the context of that role; (ii) as the emergency contact information of an individual
190 under this chapter used for emergency contact purposes; or (iii) that is necessary to retain to administer
191 benefits for another individual relating to the individual under clause (i) and used for the purposes of
192 administering those benefits.

193 D. Controllers and processors that comply with the verifiable parental consent requirements of the *federal*
194 Children's Online Privacy Protection Act (15 U.S.C. § 6501 et seq.) shall be deemed compliant with any
195 obligation to obtain parental consent under this chapter, *except requirements for social media platforms*
196 *pursuant to § 59.1-577.1.*

197 **§ 59.1-577.1. Social media platform responsibilities; verifiable parental consent.**

198 A. *A social media platform subject to the provisions of the federal Children's Online Privacy Protection*
199 *Act (15 U.S.C. § 6501 et seq.) shall obtain verifiable parental consent prior to permitting any minor to create*
200 *an account with such social media platform and, with such account, use such social media platform. Such*
201 *social media platform shall give the parent or legal guardian of such minor the option to consent to the*
202 *collection and use of the minor's personal data without consenting to the disclosure of such minor's personal*
203 *data to third parties.*

204 B. *A controller or processor shall make reasonable efforts to obtain verifiable parental consent by taking*
205 *into consideration available technology to ensure that the person providing such consent is the minor's*
206 *parent or legal guardian. Verifiable parental consent may be obtained from such parent or legal guardian by*
207 *the parent or legal guardian:*

- 208 1. *Providing a signed consent form to the controller or processor;*
- 209 2. *Using a credit card, debit card, or other online payment system that provides notification of any*
210 *transaction with the controller or processor to the primary account holder; or*
- 211 3. *Providing any valid government-issued identification to the controller or processor.*