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SENATE BILL NO. 854

AMENDMENT IN THE NATURE OF A SUBSTITUTE

(Proposed by the Senate Committee on General Laws and Technology  
on January 29, 2025)

(Patron Prior to Substitute—Senator VanValkenburg)

A BILL to amend and reenact § 59.1-575 of the Code of Virginia and to amend the Code of Virginia by adding a section numbered 59.1-577.1, relating to Consumer Data Protection Act; social media platforms; addictive feed prohibited for minors.

Be it enacted by the General Assembly of Virginia:

1. That § 59.1-575 of the Code of Virginia is amended and reenacted and that the Code of Virginia is amended by adding a section numbered 59.1-577.1 as follows:

§ 59.1-575. Definitions.

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

"Addictive feed" means a website, online service, or online or mobile application, or a portion thereof, in which multiple pieces of media generated or shared by users of a website, online service, or online or mobile application, either concurrently or sequentially, are recommended, selected, or prioritized for display to a user based, in whole or in part, on information associated with the user or the user's device, unless any of the following conditions are met, alone or in combination with one another:

1. The information is not persistently associated with the user or user's device and does not concern the user's previous interactions with media generated or shared by others;

2. The information is user-selected privacy or accessibility settings, technical information concerning the user's device, or device communications or signals concerning whether the user is a minor;

3. The user expressly and unambiguously requested the specific media or media by the author, creator, or poster of the media, provided that the media is not recommended, selected, or prioritized for display based, in whole or in part, on other information associated with the user or the user's device that is not otherwise permissible under this definition;

4. The media are direct, private communications;

5. The media recommended, selected, or prioritized for display is exclusively the next media in a preexisting sequence from the same author, creator, poster, or source; or

6. The media are provided for the purpose of interactive gaming, virtual gaming, or educational entertainment.

"Addictive social media platform" means a website, online service, or online or mobile application that offers or provides users an addictive feed that is not incidental to the provision of such website, online service, or online or mobile application.

"Affiliate" means a legal entity that controls, is controlled by, or is under common control with another legal entity or shares common branding with another legal entity. For the purposes of this definition, "control" or "controlled" means (i) ownership of, or the power to vote, more than 50 percent of the outstanding shares of any class of voting security of a company; (ii) control in any manner over the election of a majority of the directors or of individuals exercising similar functions; or (iii) the power to exercise controlling influence over the management of a company.

"Authenticate" means verifying through reasonable means that the consumer, entitled to exercise his consumer rights in § 59.1-577, is the same consumer exercising such consumer rights with respect to the personal data at issue.

"Biometric data" means data generated by automatic measurements of an individual's biological characteristics, such as a fingerprint, voiceprint, eye retinas, irises, or other unique biological patterns or characteristics that is used to identify a specific individual. "Biometric data" does not include a physical or digital photograph, a video or audio recording or data generated therefrom, or information collected, used, or stored for health care treatment, payment, or operations under HIPAA.

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

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

"Consent" means a clear affirmative act signifying a consumer's freely given, specific, informed, and unambiguous agreement to process personal data relating to the consumer. Consent may include a written statement, including a statement written by electronic means, or any other unambiguous affirmative action.

"Consumer" means a natural person who is a resident of the Commonwealth acting only in an individual or household context. It does not include a natural person acting in a commercial or employment context.

"Controller" means the natural or legal person that, alone or jointly with others, determines the purpose and means of processing personal data.

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

"Decisions that produce legal or similarly significant effects concerning a consumer" means a decision

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60 made by the controller that results in the provision or denial by the controller of financial and lending  
61 services, housing, insurance, education enrollment, criminal justice, employment opportunities, health care  
62 services, or access to basic necessities, such as food and water.

63 "De-identified data" means data that cannot reasonably be linked to an identified or identifiable natural  
64 person, or a device linked to such person. A controller that possesses "de-identified data" shall comply with  
65 the requirements of subsection A of § 59.1-581.

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

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

68 "HIPAA" means the federal Health Insurance Portability and Accountability Act of 1996 (42 U.S.C. §  
69 1320d et seq.).

70 "Identified or identifiable natural person" means a person who can be readily identified, directly or  
71 indirectly.

72 "Institution of higher education" means a public institution and private institution of higher education, as  
73 those terms are defined in § 23.1-100.

74 "Nonprofit organization" means any corporation organized under the Virginia Nonstock Corporation Act  
75 (§ 13.1-801 et seq.) or any organization exempt from taxation under § 501(c)(3), 501(c)(6), or 501(c)(12) of  
76 the Internal Revenue Code, any political organization, any organization exempt from taxation under §  
77 501(c)(4) of the Internal Revenue Code that is identified in § 52-41, and any subsidiary or affiliate of entities  
78 organized pursuant to Chapter 9.1 (§ 56-231.15 et seq.) of Title 56.

79 "Online service, product, or feature" means any service, product, or feature that is provided online.

80 "Online service, product, or feature" does not include telecommunications service, as defined in 47 U.S.C. §  
81 153, broadband Internet access service, as defined in 47 C.F.R. § 54.400, or delivery or use of a physical  
82 product.

83 "*Parent*" means a parent or legal guardian of a child.

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

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

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

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

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

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

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

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

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

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

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

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

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

120 4. The disclosure of information that the consumer (i) intentionally made available to the general public

121 via a channel of mass media and (ii) did not restrict to a specific audience; or

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

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

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

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

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

130 4. Precise geolocation data.

131 "*Social media platform*" means a public or semipublic Internet-based service or application that has  
132 users in the Commonwealth and that meets the following criteria:

133 1. Functions to connect users in order to allow users to interact socially with each other within such  
134 service or application. No service or application that exclusively provides email or direct messaging services  
135 shall be considered to meet this criterion on the basis of that function alone; and

136 2. Allows users to do all of the following:

137 a. Construct a public or semipublic profile for purposes of signing into and using such service or  
138 application;

139 b. Populate a public list of other users with whom such user shares a social connection within such  
140 service or application; and

141 c. Create or post content viewable by other users, including content on message boards, in chat rooms, or  
142 through a landing page or main feed that presents the user with content generated by other users. No service  
143 or application that consists primarily of news, sports, entertainment, ecommerce, or content preselected by  
144 the provider and not generated by users, and for which any chat, comments, or interactive functionality is  
145 incidental to, directly related to, or dependent on the provision of such content, shall be considered to meet  
146 this criterion on the basis of that function alone.

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

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

152 1. Advertisements based on activities within a controller's own websites or online applications;

153 2. Advertisements based on the context of a consumer's current search query, visit to a website, or online  
154 application;

155 3. Advertisements directed to a consumer in response to the consumer's request for information or  
156 feedback; or

157 4. Processing personal data processed solely for measuring or reporting advertising performance, reach, or  
158 frequency.

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

161 "*User*" means a person not acting as an agent of a controller or processor.

162 **§ 59.1-577.1. Social media platforms; responsibilities and prohibitions related to children.**

163 A. For purposes of this section, "child" or "minor" means any natural person younger than 18 years of  
164 age.

165 B. No controller or processor that operates a social media platform shall provide an addictive feed to a  
166 user unless such controller or processor (i) uses commercially reasonable methods to determine that the user  
167 is not a minor or (ii) obtains verifiable parental consent to provide an addictive feed to the minor user.  
168 Information collected for the purpose of determining a user's age shall not be used for any purpose other  
169 than age determination. For the purposes of this section, the controller or processor that operates an  
170 addictive social media platform shall treat a user as a minor if the user's device communicates or signals that  
171 the user is or shall be treated as a minor, including through a browser plug-in or privacy setting, device  
172 setting, or other mechanism. Controllers and processors that comply with the verifiable parental consent  
173 requirements of the Children's Online Privacy Protection Act (15 U.S.C. § 6501 et seq.) shall be deemed  
174 compliant with any obligation to obtain parental consent under this subsection.

175 C. Nothing in this section shall be construed as requiring the controller or processor that operates an  
176 addictive social media platform to give a parent who grants verifiable parental consent any additional or  
177 special access to or control over the data or accounts of his child.

178 D. No controller or processor that operates an addictive social media platform shall withhold, degrade,  
179 lower the quality of, or increase the price of any product, service, or feature to a user due to the controller or  
180 processor not being permitted to provide an addictive feed to such user under subsection B.