

114TH CONGRESS
1ST SESSION

H. R. 2734

To amend the Children’s Online Privacy Protection Act of 1998 to extend, enhance, and revise the provisions relating to collection, use, and disclosure of personal information of children, to establish certain other protections for personal information of children and minors, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JUNE 11, 2015

Mr. BARTON (for himself and Mr. RUSH) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To amend the Children’s Online Privacy Protection Act of 1998 to extend, enhance, and revise the provisions relating to collection, use, and disclosure of personal information of children, to establish certain other protections for personal information of children and minors, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Do Not Track Kids
5 Act of 2015”.

1 **SEC. 2. ONLINE COLLECTION, USE, AND DISCLOSURE OF**
2 **PERSONAL INFORMATION OF CHILDREN.**

3 (a) DEFINITIONS.—Section 1302 of the Children’s
4 Online Privacy Protection Act of 1998 (15 U.S.C. 6501)
5 is amended—

6 (1) by amending paragraph (2) to read as fol-
7 lows:

8 “(2) OPERATOR.—The term ‘operator’—

9 “(A) means any person who, for commer-
10 cial purposes, in interstate or foreign commerce,
11 operates or provides a website on the Internet,
12 online service, online application, or mobile ap-
13 plication, and who—

14 “(i) collects or maintains, either di-
15 rectly or through a service provider, per-
16 sonal information from or about the users
17 of such website, service, or application;

18 “(ii) allows another person to collect
19 personal information directly from users of
20 such website, service, or application (in
21 which case the operator is deemed to have
22 collected the information); or

23 “(iii) allows users of such website,
24 service, or application to publicly disclose
25 personal information (in which case the op-

1 erator is deemed to have collected the in-
2 formation); and

3 “(B) does not include any nonprofit entity
4 that would otherwise be exempt from coverage
5 under section 5 of the Federal Trade Commis-
6 sion Act (15 U.S.C. 45).”;

7 (2) in paragraph (4)—

8 (A) by amending subparagraph (A) to read
9 as follows:

10 “(A) the release of personal information
11 for any purpose, except where such information
12 is provided to a person other than an operator
13 who provides support for the internal operations
14 of the website, online service, online application,
15 or mobile application of the operator and does
16 not disclose or use that information for any
17 other purpose; and”;

18 (B) in subparagraph (B), by striking
19 “website or online service” and inserting
20 “website, online service, online application, or
21 mobile application”;

22 (3) in paragraph (8)—

23 (A) by amending subparagraph (G) to read
24 as follows:

1 “(G) information concerning a child or the
2 parents of that child (including any unique or
3 substantially unique identifier, such as a cus-
4 tomer number) that an operator collects online
5 from the child and combines with an identifier
6 described in subparagraphs (A) through (G).”;

7 (B) by redesignating subparagraphs (F)
8 and (G) as subparagraphs (G) and (H), respec-
9 tively; and

10 (C) by inserting after subparagraph (E)
11 the following new subparagraph:

12 “(F) information (including an Internet
13 protocol address) that permits the identification
14 of an individual, the computer of an individual,
15 or any other device used by an individual to ac-
16 cess the Internet or an online service, online ap-
17 plication, or mobile application;”;

18 (4) by striking paragraph (10) and redesign-
19 nating paragraphs (11) and (12) as paragraphs (10)
20 and (11), respectively; and

21 (5) by adding at the end the following new
22 paragraph:

23 “(12) ONLINE, ONLINE SERVICE, ONLINE AP-
24 PLICATION, MOBILE APPLICATION, DIRECTED TO
25 CHILDREN.—The terms ‘online’, ‘online service’, ‘on-

1 line application’, ‘mobile application’, and ‘directed
2 to children’ shall have the meanings given them by
3 the Commission by regulation. Not later than 1 year
4 after the date of the enactment of the Do Not Track
5 Kids Act of 2015, the Commission shall promulgate,
6 under section 553 of title 5, United States Code,
7 regulations that define such terms broadly enough so
8 that they are not limited to current technology, con-
9 sistent with the principles articulated by the Com-
10 mission regarding the definition of the term ‘Inter-
11 net’ in its statement of basis and purpose on the
12 final rule under this title promulgated on November
13 3, 1999 (64 Fed. Reg. 59891). The definition of the
14 term ‘online service’ in such regulations shall include
15 broadband Internet access service (as defined in the
16 Report and Order of the Federal Communications
17 Commission relating to the matter of preserving the
18 open Internet and broadband industry practices
19 (FCC 10–201, adopted by the Commission on De-
20 cember 21, 2010)).”.

21 (b) ONLINE COLLECTION, USE, AND DISCLOSURE OF
22 PERSONAL INFORMATION OF CHILDREN.—Section 1303
23 of the Children’s Online Privacy Protection Act of 1998
24 (15 U.S.C. 6502) is amended—

1 (1) by striking the heading and inserting the
2 following: “**ONLINE COLLECTION, USE, AND DIS-**
3 **CLOSURE OF PERSONAL INFORMATION OF**
4 **CHILDREN.**”;

5 (2) in subsection (a)—

6 (A) by amending paragraph (1) to read as
7 follows:

8 “(1) IN GENERAL.—It is unlawful for an oper-
9 ator of a website, online service, online application,
10 or mobile application directed to children, or an op-
11 erator having actual knowledge that personal infor-
12 mation being collected is from a child, to collect per-
13 sonal information from a child in a manner that vio-
14 lates the regulations prescribed under subsection
15 (b).”; and

16 (B) in paragraph (2)—

17 (i) by striking “of such a website or
18 online service”; and

19 (ii) by striking “subsection
20 (b)(1)(B)(iii)” and inserting “subsection
21 (b)(1)(C)(iii)”; and

22 (3) in subsection (b)—

23 (A) by amending paragraph (1) to read as
24 follows:

1 “(1) IN GENERAL.—Not later than 1 year after
2 the date of the enactment of the Do Not Track Kids
3 Act of 2015, the Commission shall promulgate,
4 under section 553 of title 5, United States Code,
5 regulations to require an operator of a website, on-
6 line service, online application, or mobile application
7 directed to children, or an operator having actual
8 knowledge that personal information being collected
9 is from a child—

10 “(A) to provide clear and conspicuous no-
11 tice in clear and plain language of the types of
12 personal information the operator collects, how
13 the operator uses such information, whether the
14 operator discloses such information, and the
15 procedures or mechanisms the operator uses to
16 ensure that personal information is not col-
17 lected from children except in accordance with
18 the regulations promulgated under this para-
19 graph;

20 “(B) to obtain verifiable parental consent
21 for the collection, use, or disclosure of personal
22 information of a child;

23 “(C) to provide to a parent whose child
24 has provided personal information to the oper-

1 ator, upon request by and proper identification
2 of the parent—

3 “(i) a description of the specific types
4 of personal information collected from the
5 child by the operator;

6 “(ii) the opportunity at any time to
7 refuse to permit the further use or mainte-
8 nance in retrievable form, or future collec-
9 tion, by the operator of personal informa-
10 tion collected from the child; and

11 “(iii) a means that is reasonable
12 under the circumstances for the parent to
13 obtain any personal information collected
14 from the child, if such information is avail-
15 able to the operator at the time the parent
16 makes the request;

17 “(D) not to condition participation in a
18 game, or use of a website, service, or applica-
19 tion, by a child on the provision by the child of
20 more personal information than is reasonably
21 required to participate in the game or use the
22 website, service, or application; and

23 “(E) to establish and maintain reasonable
24 procedures to protect the confidentiality, secu-

1 rity, and integrity of personal information col-
2 lected from children.”;

3 (B) in paragraph (2)—

4 (i) in the matter preceding subpara-
5 graph (A), by striking “paragraph
6 (1)(A)(ii)” and inserting “paragraph
7 (1)(B)”;

8 (ii) in subparagraph (A), by inserting
9 “or to contact a different child” after “to
10 recontact the child”;

11 (C) by amending paragraph (3) to read as
12 follows:

13 “(3) CONTINUATION OF SERVICE.—The regula-
14 tions shall prohibit an operator from discontinuing
15 service provided to a child on the basis of refusal by
16 the parent of the child, under the regulations pre-
17 scribed under paragraph (1)(C)(ii), to permit the
18 further use or maintenance in retrievable form, or
19 future collection, by the operator of personal infor-
20 mation collected from the child, to the extent that
21 the operator is capable of providing such service
22 without such information.”; and

23 (D) by adding at the end the following:

24 “(4) RULE FOR TREATMENT OF USERS OF
25 WEBSITES, SERVICES, AND APPLICATIONS DIRECTED

1 TO CHILDREN.—An operator of a website, online
2 service, online application, or mobile application that
3 is directed to children shall treat all users of such
4 website, service, or application as children for pur-
5 poses of this title, except as permitted by the Com-
6 mission by a regulation promulgated under this
7 title.”.

8 (c) ADMINISTRATION AND APPLICABILITY OF ACT.—
9 Section 1306 of the Children’s Online Privacy Protection
10 Act of 1998 (15 U.S.C. 6505) is amended—

11 (1) in subsection (b)—

12 (A) in paragraph (1), by striking “, in the
13 case of” and all that follows and inserting the
14 following: “by the appropriate Federal banking
15 agency with respect to any insured depository
16 institution (as such terms are defined in section
17 3 of such Act (12 U.S.C. 1813));”; and

18 (B) by striking paragraph (2) and redesignig-
19 nating paragraphs (3) through (6) as para-
20 graphs (2) through (5), respectively; and

21 (2) by adding at the end the following new sub-
22 section:

23 “(f) TELECOMMUNICATIONS CARRIERS AND CABLE
24 OPERATORS.—

1 “(1) ENFORCEMENT BY FTC.—Notwithstanding
2 section 5(a)(2) of the Federal Trade Commission
3 Act (15 U.S.C. 45(a)(2)), compliance with the re-
4 quirements imposed under this title shall be enforced
5 by the Commission with respect to any telecommuni-
6 cations carrier (as defined in section 3 of the Com-
7 munications Act of 1934 (47 U.S.C. 153)).

8 “(2) RELATIONSHIP TO OTHER LAW.—To the
9 extent that sections 222, 338(i), and 631 of the
10 Communications Act of 1934 (47 U.S.C. 222;
11 338(i); 551) are inconsistent with this title, this title
12 controls.”.

13 **SEC. 3. TARGETED MARKETING TO CHILDREN OR MINORS.**

14 (a) ACTS PROHIBITED.—It is unlawful for—

15 (1) an operator of a website, online service, on-
16 line application, or mobile application directed to
17 children, or an operator having actual knowledge
18 that personal information being collected is from a
19 child, to use, disclose to third parties, or compile
20 personal information for targeted marketing pur-
21 poses without verifiable parental consent; or

22 (2) an operator of a website, online service, on-
23 line application, or mobile application directed to mi-
24 nors, or an operator having actual knowledge that
25 personal information being collected is from a minor,

1 to use, disclose to third parties, or compile personal
2 information for targeted marketing purposes without
3 the consent of the minor.

4 (b) REGULATIONS.—Not later than 1 year after the
5 date of the enactment of this Act, the Commission shall
6 promulgate, under section 553 of title 5, United States
7 Code, regulations to implement this section.

8 **SEC. 4. DIGITAL MARKETING BILL OF RIGHTS FOR TEENS**
9 **AND FAIR INFORMATION PRACTICES PRIN-**
10 **CIPLES.**

11 (a) ACTS PROHIBITED.—It is unlawful for an oper-
12 ator of a website, online service, online application, or mo-
13 bile application directed to minors, or an operator having
14 actual knowledge that personal information being collected
15 is from a minor, to collect personal information from a
16 minor unless such operator has adopted and complies with
17 a Digital Marketing Bill of Rights for Teens that is con-
18 sistent with the Fair Information Practices Principles de-
19 scribed in subsection (b).

20 (b) FAIR INFORMATION PRACTICES PRINCIPLES.—
21 The Fair Information Practices Principles described in
22 this subsection are the following:

23 (1) COLLECTION LIMITATION PRINCIPLE.—Ex-
24 cept as provided in paragraph (3), personal informa-

1 tion should be collected from a minor only when col-
2 lection of the personal information is—

3 (A) consistent with the context of a par-
4 ticular transaction or service or the relationship
5 of the minor with the operator, including collec-
6 tion necessary to fulfill a transaction or provide
7 a service requested by the minor; or

8 (B) required or specifically authorized by
9 law.

10 (2) DATA QUALITY PRINCIPLE.—The personal
11 information of a minor should be accurate, complete,
12 and kept up-to-date to the extent necessary to fulfill
13 the purposes described in subparagraphs (A)
14 through (D) of paragraph (3).

15 (3) PURPOSE SPECIFICATION PRINCIPLE.—The
16 purposes for which personal information is collected
17 should be specified to the minor not later than at
18 the time of the collection of the information. The
19 subsequent use or disclosure of the information
20 should be limited to—

21 (A) fulfillment of the transaction or service
22 requested by the minor;

23 (B) support for the internal operations of
24 the website, service, or application, as described

1 in section 312.2 of title 16, Code of Federal
2 Regulations;

3 (C) compliance with legal process or other
4 purposes expressly authorized under specific
5 legal authority; or

6 (D) other purposes—

7 (i) that are specified in a notice to the
8 minor; and

9 (ii) to which the minor has consented
10 under paragraph (7) before the informa-
11 tion is used or disclosed for such other
12 purposes.

13 (4) RETENTION LIMITATION PRINCIPLE.—The
14 personal information of a minor should not be re-
15 tained for longer than is necessary to fulfill a trans-
16 action or provide a service requested by the minor
17 or such other purposes specified in subparagraphs
18 (A) through (D) of paragraph (3). The operator
19 should implement a reasonable and appropriate data
20 disposal policy based on the nature and sensitivity of
21 such personal information.

22 (5) SECURITY SAFEGUARDS PRINCIPLE.—The
23 personal information of a minor should be protected
24 by reasonable and appropriate security safeguards

1 against risks such as loss or unauthorized access,
2 destruction, use, modification, or disclosure.

3 (6) OPENNESS PRINCIPLE.—

4 (A) IN GENERAL.—The operator should
5 maintain a general policy of openness about de-
6 velopments, practices, and policies with respect
7 to the personal information of a minor. The op-
8 erator should provide each minor using the
9 website, online service, online application, or
10 mobile application of the operator with a clear
11 and prominent means to do the following:

12 (i) Identify and contact the operator.

13 At minimum, the operator should disclose,
14 clearly and prominently, the identity of the
15 operator and—

16 (I) in the case of an operator
17 who is an individual, the address of
18 the principal residence of the operator
19 and an email address and telephone
20 number for the operator; or

21 (II) in the case of any other op-
22 erator, the address of the principal
23 place of business of the operator and
24 an email address and telephone num-
25 ber for the operator.

1 (ii) Determine whether the operator
2 possesses any personal information of the
3 minor, the nature of any such information,
4 and the purposes for which the information
5 was collected and is being retained.

6 (iii) Obtain any personal information
7 of the minor that is in the possession of
8 the operator from the operator, or from a
9 person specified by the operator, within a
10 reasonable time after making a request, at
11 a charge (if any) that is not excessive, in
12 a reasonable manner, and in a form that
13 is readily intelligible to the minor.

14 (iv) Challenge the accuracy of per-
15 sonal information of the minor that is in
16 the possession of the operator.

17 (v) If the minor establishes the inac-
18 curacy of personal information in a chal-
19 lenge under clause (iv), have such informa-
20 tion erased, corrected, completed, or other-
21 wise amended.

22 (B) LIMITATION.—Nothing in this para-
23 graph shall be construed to permit an operator
24 to erase or otherwise modify personal informa-

1 tion requested by a law enforcement agency
2 pursuant to legal authority.

3 (7) INDIVIDUAL PARTICIPATION PRINCIPLE.—

4 The operator should—

5 (A) obtain consent from a minor before
6 using or disclosing the personal information of
7 the minor for any purpose other than those de-
8 scribed in subparagraphs (A) through (C) of
9 paragraph (3); and

10 (B) obtain affirmative express consent
11 from a minor before using or disclosing pre-
12 viously collected personal information of the
13 minor for purposes that constitute a material
14 change in practice from the original purposes
15 specified to the minor under paragraph (3).

16 (c) REGULATIONS.—Not later than 1 year after the
17 date of the enactment of this Act, the Commission shall
18 promulgate, under section 553 of title 5, United States
19 Code, regulations to implement this section, including reg-
20 ulations further defining the Fair Information Practices
21 Principles described in subsection (b).

22 **SEC. 5. ONLINE COLLECTION OF GEOLOCATION INFORMA-**
23 **TION OF CHILDREN AND MINORS.**

24 (a) ACTS PROHIBITED.—

1 (1) IN GENERAL.—It is unlawful for an oper-
2 ator of a website, online service, online application,
3 or mobile application directed to children or minors,
4 or an operator having actual knowledge that
5 geolocation information being collected is from a
6 child or minor, to collect geolocation information
7 from a child or minor in a manner that violates the
8 regulations prescribed under subsection (b).

9 (2) DISCLOSURE TO PARENT OR MINOR PRO-
10 TECTED.—Notwithstanding paragraph (1), neither
11 an operator nor the operator’s agent shall be held to
12 be liable under any Federal or State law for any dis-
13 closure made in good faith and following reasonable
14 procedures in responding to a request for disclosure
15 of geolocation information under subparagraph
16 (C)(ii)(III) or (D)(ii)(III) of subsection (b)(1).

17 (b) REGULATIONS.—

18 (1) IN GENERAL.—Not later than 1 year after
19 the date of the enactment of this Act, the Commis-
20 sion shall promulgate, under section 553 of title 5,
21 United States Code, regulations that require an op-
22 erator of a website, online service, online application,
23 or mobile application directed to children or minors,
24 or an operator having actual knowledge that

1 geolocation information being collected is from a
2 child or minor—

3 (A) to provide clear and conspicuous notice
4 in clear and plain language of any geolocation
5 information the operator collects, how the oper-
6 ator uses such information, and whether the op-
7 erator discloses such information;

8 (B) to establish procedures or mechanisms
9 to ensure that geolocation information is not
10 collected from children or minors except in ac-
11 cordance with regulations promulgated under
12 this paragraph;

13 (C) in the case of collection of geolocation
14 information from a child—

15 (i) prior to collecting such informa-
16 tion, to obtain verifiable parental consent;
17 and

18 (ii) after collecting such information,
19 to provide to the parent of the child, upon
20 request by and proper identification of the
21 parent—

22 (I) a description of the
23 geolocation information collected from
24 the child by the operator;

1 (II) the opportunity at any time
2 to refuse to permit the further use or
3 maintenance in retrievable form, or
4 future collection, by the operator of
5 geolocation information from the
6 child; and

7 (III) a means that is reasonable
8 under the circumstances for the par-
9 ent to obtain any geolocation informa-
10 tion collected from the child, if such
11 information is available to the oper-
12 ator at the time the parent makes the
13 request; and

14 (D) in the case of collection of geolocation
15 information from a minor—

16 (i) prior to collecting such informa-
17 tion, to obtain affirmative express consent
18 from such minor; and

19 (ii) after collecting such information,
20 to provide to the minor, upon request—

21 (I) a description of the
22 geolocation information collected from
23 the minor by the operator;

24 (II) the opportunity at any time
25 to refuse to permit the further use or

1 maintenance in retrievable form, or
2 future collection, by the operator of
3 geolocation information from the
4 minor; and

5 (III) a means that is reasonable
6 under the circumstances for the minor
7 to obtain any geolocation information
8 collected from the minor, if such in-
9 formation is available to the operator
10 at the time the minor makes the re-
11 quest.

12 (2) WHEN CONSENT NOT REQUIRED.—The reg-
13 ulations promulgated under paragraph (1) shall pro-
14 vide that verifiable parental consent under subpara-
15 graph (C)(i) of such paragraph or affirmative ex-
16 press consent under subparagraph (D)(i) of such
17 paragraph is not required when the collection of the
18 geolocation information of a child or minor is nec-
19 essary, to the extent permitted under other provi-
20 sions of law, to provide information to law enforce-
21 ment agencies or for an investigation on a matter re-
22 lated to public safety.

23 (3) CONTINUATION OF SERVICE.—The regula-
24 tions promulgated under paragraph (1) shall pro-

1 hibit an operator from discontinuing service provided
2 to—

3 (A) a child on the basis of refusal by the
4 parent of the child, under subparagraph
5 (C)(ii)(II) of such paragraph, to permit the fur-
6 ther use or maintenance in retrievable form, or
7 future online collection, of geolocation informa-
8 tion from the child by the operator, to the ex-
9 tent that the operator is capable of providing
10 such service without such information; or

11 (B) a minor on the basis of refusal by the
12 minor, under subparagraph (D)(ii)(II) of such
13 paragraph, to permit the further use or mainte-
14 nance in retrievable form, or future online col-
15 lection, of geolocation information from the
16 minor by the operator, to the extent that the
17 operator is capable of providing such service
18 without such information.

19 (c) INCONSISTENT STATE LAW.—No State or local
20 government may impose any liability for commercial ac-
21 tivities or actions by operators in interstate or foreign
22 commerce in connection with an activity or action de-
23 scribed in this section that is inconsistent with the treat-
24 ment of those activities or actions under this section.

1 **SEC. 6. REMOVAL OF CONTENT.**

2 (a) ACTS PROHIBITED.—It is unlawful for an oper-
3 ator of a website, online service, online application, or mo-
4 bile application to make publicly available through the
5 website, service, or application content or information that
6 contains or displays personal information of children or
7 minors in a manner that violates the regulations pre-
8 scribed under subsection (b).

9 (b) REGULATIONS.—

10 (1) IN GENERAL.—Not later than 1 year after
11 the date of the enactment of this Act, the Commis-
12 sion shall promulgate, under section 553 of title 5,
13 United States Code, regulations that require an op-
14 erator—

15 (A) to the extent technologically feasible,
16 to implement mechanisms that permit a user of
17 the website, service, or application of the oper-
18 ator to erase or otherwise eliminate content or
19 information submitted to the website, service, or
20 application by such user that is publicly avail-
21 able through the website, service, or application
22 and contains or displays personal information of
23 children or minors; and

24 (B) to take appropriate steps to make
25 users aware of such mechanisms and to provide
26 notice to users that such mechanisms do not

1 necessarily provide comprehensive removal of
2 the content or information submitted by such
3 users.

4 (2) EXCEPTION.—The regulations promulgated
5 under paragraph (1) may not require an operator or
6 third party to erase or otherwise eliminate content
7 or information that—

8 (A) any other provision of Federal or State
9 law requires the operator or third party to
10 maintain; or

11 (B) was submitted to the website, service,
12 or application of the operator by any person
13 other than the user who is attempting to erase
14 or otherwise eliminate such content or informa-
15 tion, including content or information submitted
16 by such user that was republished or resub-
17 mitted by another person.

18 (3) LIMITATION.—Nothing in this section shall
19 be construed to limit the authority of a law enforce-
20 ment agency to obtain any content or information
21 from an operator as authorized by law or pursuant
22 to an order of a court of competent jurisdiction.

23 **SEC. 7. ENFORCEMENT AND APPLICABILITY.**

24 (a) ENFORCEMENT BY THE COMMISSION.—

1 (1) IN GENERAL.—Except as otherwise pro-
2 vided, this Act and the regulations prescribed under
3 this Act shall be enforced by the Commission under
4 the Federal Trade Commission Act (15 U.S.C. 41 et
5 seq.).

6 (2) UNFAIR OR DECEPTIVE ACTS OR PRAC-
7 TICES.—Subject to subsection (b), a violation of this
8 Act or a regulation prescribed under this Act shall
9 be treated as a violation of a rule defining an unfair
10 or deceptive act or practice prescribed under section
11 18(a)(1)(B) of the Federal Trade Commission Act
12 (15 U.S.C. 57a(a)(1)(B)).

13 (3) ACTIONS BY THE COMMISSION.—Subject to
14 subsection (b), and except as provided in subsection
15 (d)(1), the Commission shall prevent any person
16 from violating this Act or a regulation prescribed
17 under this Act in the same manner, by the same
18 means, and with the same jurisdiction, powers, and
19 duties as though all applicable terms and provisions
20 of the Federal Trade Commission Act (15 U.S.C. 41
21 et seq.) were incorporated into and made a part of
22 this Act, and any person who violates this Act or
23 such regulation shall be subject to the penalties and
24 entitled to the privileges and immunities provided in
25 the Federal Trade Commission Act.

1 (b) ENFORCEMENT BY CERTAIN OTHER AGEN-
2 CIES.—Notwithstanding subsection (a), compliance with
3 the requirements imposed under this Act shall be enforced
4 as follows:

5 (1) Under section 8 of the Federal Deposit In-
6 surance Act (12 U.S.C. 1818) by the appropriate
7 Federal banking agency, with respect to an insured
8 depository institution (as such terms are defined in
9 section 3 of such Act (12 U.S.C. 1813)).

10 (2) Under the Federal Credit Union Act (12
11 U.S.C. 1751 et seq.) by the National Credit Union
12 Administration Board, with respect to any Federal
13 credit union.

14 (3) Under part A of subtitle VII of title 49,
15 United States Code, by the Secretary of Transpor-
16 tation, with respect to any air carrier or foreign air
17 carrier subject to such part.

18 (4) Under the Packers and Stockyards Act,
19 1921 (7 U.S.C. 181 et seq.) (except as provided in
20 section 406 of such Act (7 U.S.C. 226; 227)) by the
21 Secretary of Agriculture, with respect to any activi-
22 ties subject to such Act.

23 (5) Under the Farm Credit Act of 1971 (12
24 U.S.C. 2001 et seq.) by the Farm Credit Adminis-
25 tration, with respect to any Federal land bank, Fed-

1 eral land bank association, Federal intermediate
2 credit bank, or production credit association.

3 (c) ENFORCEMENT BY STATE ATTORNEYS GEN-
4 ERAL.—

5 (1) IN GENERAL.—

6 (A) CIVIL ACTIONS.—In any case in which
7 the attorney general of a State has reason to
8 believe that an interest of the residents of that
9 State has been or is threatened or adversely af-
10 fected by the engagement of any person in a
11 practice that violates this Act or a regulation
12 prescribed under this Act, the State, as *parens*
13 *patriae*, may bring a civil action on behalf of
14 the residents of the State in a district court of
15 the United States of appropriate jurisdiction
16 to—

17 (i) enjoin that practice;

18 (ii) enforce compliance with this Act
19 or such regulation;

20 (iii) obtain damages, restitution, or
21 other compensation on behalf of residents
22 of the State; or

23 (iv) obtain such other relief as the
24 court may consider to be appropriate.

25 (B) NOTICE.—

1 (i) IN GENERAL.—Before filing an ac-
2 tion under subparagraph (A), the attorney
3 general of the State involved shall provide
4 to the Commission—

5 (I) written notice of that action;

6 and

7 (II) a copy of the complaint for
8 that action.

9 (ii) EXEMPTION.—

10 (I) IN GENERAL.—Clause (i)
11 shall not apply with respect to the fil-
12 ing of an action by an attorney gen-
13 eral of a State under this paragraph,
14 if the attorney general determines
15 that it is not feasible to provide the
16 notice described in that clause before
17 the filing of the action.

18 (II) NOTIFICATION.—In an ac-
19 tion described in subclause (I), the at-
20 torney general of a State shall provide
21 notice and a copy of the complaint to
22 the Commission at the same time as
23 the attorney general files the action.

24 (2) INTERVENTION.—

1 (A) IN GENERAL.—On receiving notice
2 under paragraph (1)(B), the Commission shall
3 have the right to intervene in the action that is
4 the subject of the notice.

5 (B) EFFECT OF INTERVENTION.—If the
6 Commission intervenes in an action under para-
7 graph (1), it shall have the right—

8 (i) to be heard with respect to any
9 matter that arises in that action; and

10 (ii) to file a petition for appeal.

11 (3) CONSTRUCTION.—For purposes of bringing
12 any civil action under paragraph (1), nothing in this
13 Act shall be construed to prevent an attorney gen-
14 eral of a State from exercising the powers conferred
15 on the attorney general by the laws of that State
16 to—

17 (A) conduct investigations;

18 (B) administer oaths or affirmations; or

19 (C) compel the attendance of witnesses or
20 the production of documentary and other evi-
21 dence.

22 (4) ACTIONS BY THE COMMISSION.—In any
23 case in which an action is instituted by or on behalf
24 of the Commission for violation of this Act or a reg-
25 ulation prescribed under this Act, no State may,

1 during the pendency of that action, institute an ac-
2 tion under paragraph (1) against any defendant
3 named in the complaint in the action instituted by
4 or on behalf of the Commission for that violation.

5 (5) VENUE; SERVICE OF PROCESS.—

6 (A) VENUE.—Any action brought under
7 paragraph (1) may be brought in the district
8 court of the United States that meets applicable
9 requirements relating to venue under section
10 1391 of title 28, United States Code.

11 (B) SERVICE OF PROCESS.—In an action
12 brought under paragraph (1), process may be
13 served in any district in which the defendant—

14 (i) is an inhabitant; or

15 (ii) may be found.

16 (d) TELECOMMUNICATIONS CARRIERS AND CABLE
17 OPERATORS.—

18 (1) ENFORCEMENT BY FTC.—Notwithstanding
19 section 5(a)(2) of the Federal Trade Commission
20 Act (15 U.S.C. 45(a)(2)), compliance with the re-
21 quirements imposed under this Act shall be enforced
22 by the Commission with respect to any telecommuni-
23 cations carrier (as defined in section 3 of the Com-
24 munications Act of 1934 (47 U.S.C. 153)).

1 (2) RELATIONSHIP TO OTHER LAW.—To the ex-
2 tent that sections 222, 338(i), and 631 of the Com-
3 munications Act of 1934 (47 U.S.C. 222; 338(i);
4 551) are inconsistent with this Act, this Act con-
5 trols.

6 **SEC. 8. RULE FOR TREATMENT OF USERS OF WEBSITES,**
7 **SERVICES, AND APPLICATIONS DIRECTED TO**
8 **CHILDREN OR MINORS.**

9 An operator of a website, online service, online appli-
10 cation, or mobile application that is directed to children
11 or minors shall treat all users of such website, service, or
12 application as children or minors (as the case may be) for
13 purposes of this Act, except as permitted by the Commis-
14 sion by a regulation promulgated under this Act.

15 **SEC. 9. DEFINITIONS.**

16 (a) IN GENERAL.—In this Act:

17 (1) MINOR.—The term “minor” means an indi-
18 vidual over the age of 12 and under the age of 16.

19 (2) TARGETED MARKETING.—The term “tar-
20 geted marketing” means advertising or other efforts
21 to market a product or service that are directed to
22 a specific individual or device—

23 (A) based on the personal information of
24 the individual or a unique identifier of the de-
25 vice; and

1 (B) as a result of use by the individual, or
2 access by the device, of a website, online serv-
3 ice, online application, or mobile application.

4 (b) TERMS DEFINED BY COMMISSION.—In this Act,
5 the terms “directed to minors” and “geolocation informa-
6 tion” shall have the meanings given such terms by the
7 Commission by regulation. Not later than 1 year after the
8 date of the enactment of this Act, the Commission shall
9 promulgate, under section 553 of title 5, United States
10 Code, regulations that define such terms broadly enough
11 so that they are not limited to current technology, con-
12 sistent with the principles articulated by the Commission
13 regarding the definition of the term “Internet” in its
14 statement of basis and purpose on the final rule under
15 the Children’s Online Privacy Protection Act of 1998 (15
16 U.S.C. 6501 et seq.) promulgated on November 3, 1999
17 (64 Fed. Reg. 59891).

18 (c) OTHER DEFINITIONS.—The definitions set forth
19 in section 1302 of the Children’s Online Privacy Protec-
20 tion Act of 1998 (15 U.S.C. 6501), as amended by section
21 2(a), shall apply in this Act, except to the extent the Com-
22 mission provides otherwise by regulations issued under
23 section 553 of title 5, United States Code.

1 **SEC. 10. EFFECTIVE DATES.**

2 (a) IN GENERAL.—Except as provided in subsections
3 (b) and (c), this Act and the amendments made by this
4 Act shall take effect on the date that is 1 year after the
5 date of the enactment of this Act.

6 (b) AUTHORITY TO PROMULGATE REGULATIONS.—
7 The following shall take effect on the date of the enact-
8 ment of this Act:

9 (1) The amendments made by subsections
10 (a)(5) and (b)(3)(A) of section 2.

11 (2) Sections 3(b), 4(c), 5(b), and 6(b).

12 (3) Subsections (b) and (c) of section 9.

13 (c) DIGITAL MARKETING BILL OF RIGHTS FOR
14 TEENS.—Section 4, except for subsection (c) of such sec-
15 tion, shall take effect on the date that is 180 days after
16 the promulgation of regulations under such subsection.

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