

117TH CONGRESS  
1ST SESSION

# H. R. 989

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

---

## IN THE HOUSE OF REPRESENTATIVES

FEBRUARY 11, 2021

Mr. GOLDEN introduced the following bill; which was referred to the  
Committee on House Administration

---

## A BILL

To amend the Federal Election Campaign Act of 1971 to require certain online platforms which display political advertisements to display with the advertisement a notice identifying the sponsor of the advertisement and to ensure that the notice will continue to be presented in the advertisement if a viewer of the advertisement shares the advertisement with others on that platform.

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

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Consistent Labeling  
3 for Political Ads Act”.

4 **SEC. 2. REQUIRING ONLINE PLATFORMS TO DISPLAY NO-**  
5 **TICES IDENTIFYING SPONSORS OF POLIT-**  
6 **ICAL ADVERTISEMENTS AND TO ENSURE NO-**  
7 **TICES CONTINUE TO BE PRESENT WHEN AD-**  
8 **VERTISEMENTS ARE SHARED.**

9 (a) REQUIREMENT.—Section 304 of the Federal  
10 Election Campaign Act of 1971 (52 U.S.C. 30104) is  
11 amended by adding at the end the following new sub-  
12 section:

13 “(j) ENSURING DISPLAY AND SHARING OF SPONSOR  
14 IDENTIFICATION IN ONLINE POLITICAL ADVERTISE-  
15 MENTS.—

16 “(1) REQUIREMENT.— An online platform dis-  
17 playing a qualified political advertisement shall—

18 “(A) display with the advertisement a visi-  
19 ble notice identifying the sponsor of the adver-  
20 tisement (or, if it is not practical for the plat-  
21 form to display such a notice, a notice that the  
22 advertisement is sponsored by a person other  
23 than the platform); and

24 “(B) ensure that the notice will continue to  
25 be displayed if a viewer of the advertisement

1 shares the advertisement with others on that  
2 platform.

3 “(2) DEFINITIONS.—

4 “(A) ONLINE PLATFORM.—For purposes  
5 of this subsection, the term ‘online platform’  
6 means any public-facing website, web applica-  
7 tion, or digital application (including a social  
8 network, ad network, or search engine) which—

9 “(i) sells qualified political advertise-  
10 ments; and

11 “(ii) has 50,000,000 or more unique  
12 monthly United States visitors or users for  
13 a majority of months during the preceding  
14 12 months.

15 “(B) QUALIFIED POLITICAL ADVERTISE-  
16 MENT.—For purposes of this subsection, the  
17 term ‘qualified political advertisement’ means  
18 any advertisement (including search engine  
19 marketing, display advertisements, video adver-  
20 tisements, native advertisements, and sponsor-  
21 ships) that—

22 “(i) is made by or on behalf of a can-  
23 didate; or

1                   “(ii) communicates a message relating  
2                   to any political matter of national impor-  
3                   tance, including—

4                               “(I) a candidate;

5                               “(II) any election to Federal of-  
6                   fice; or

7                               “(III) a national legislative issue  
8                   of public importance.”.

9           (b) **EFFECTIVE DATE.**—The amendment made by  
10 subsection (a) shall apply with respect to advertisements  
11 displayed on or after the 120-day period which begins on  
12 the date of the enactment of this Act.

○