

# H3431 • South Carolina

## South Carolina Social Media Regulation Act

Passed Both Chambers

Risk: High

Comprehensive

Last Action (Feb 06, 2026): Act No. 96

## Summary

The South Carolina Social Media Regulation Act mandates online services to protect minors' data, requires reasonable care defined as industry-standard practices, introduces parental controls, and outlines enforcement mechanisms including fines for non-compliance.

## Business Impact

If you operate an online service in South Carolina, you must implement parental controls and data protection measures by January 1, 2025, or face penalties.

## Key Provisions

- Covered online services must exercise reasonable care, defined as industry-standard practices, in handling minors' personal data.
- Restrictions on the collection of personal data from minors, limited to what is necessary for service functionality.
- The bill provides for parental controls to assist parents, with conditions for their implementation specified in the bill.
- An annual report is required, detailing compliance efforts, data protection measures, and parental control implementations.
- The bill specifies fines and penalties for non-compliance and outlines enforcement mechanisms, including audits and compliance checks.

## Compliance Checklist

- Implement reasonable care practices for minors' data usage | Who: Covered online services | Penalty: Enforcement actions by the Consumer Services Division
- Provide parental control tools | Who: Covered online services | Penalty: Potential fines or enforcement actions

## Industries Affected

Housing

Technology

Social Media

Online Services

## Topics

AI Privacy

AI in Social Media & Online Platforms

## Bill Sponsors

Name	Party	Role
Alexander		Primary
Anderson		Primary
Bennett		Primary
Brown		Primary
Crawford		Primary
Davis		Primary
Elliott		Primary
Hayes		Primary
Johnson		Primary
Long		Primary
Bamberg		Primary
Bannister		Primary

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-01-14	Adopt Amendment 1A	112	0	Passed
2025-05-06	3rd Reading	45	0	Passed
2025-05-01	2nd Reading	39	0	Passed
2025-02-20	Passage of Bill	89	14	Passed
2025-02-19	Table Amendment 2	91	15	Passed
2025-02-19	Passage of Bill	90	17	Passed
2025-02-19	Table Amendment 3	72	30	Passed

## Related Bills

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- S0268 (SC)

## Official Source

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<https://www.scstatehouse.gov/billsearch.php?billnumbers=3431&session;=126&summary;=B>

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