

# HB660 • Hawaii

## Relating To Political Advertising.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 11, 2021): Re-referred to GVR, JHA, referral sheet 10

## Summary

This bill prohibits microtargeting of political ads based on online behavior, demographics, and geographic location smaller than electoral districts.

## Business Impact

If you run political advertising campaigns in Hawaii, you must avoid microtargeting based on detailed online data or face penalties.

## Key Provisions

- Prohibits microtargeting of political ads based on online behavioral data.
- Restricts targeting based on demographic characteristics.
- Limits geographic targeting below the electoral district level.

## Compliance Checklist

- Adjust advertising strategies to avoid microtargeting. | Who: Political advertisers and campaign managers. | Penalty: Potential penalties for non-compliance may apply.

## Industries Affected

Digital Marketing

Technology

Political Advertising

## Topics

AI in Political Advertising

## Bill Sponsors

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Name	Party	Role
MIZUNO		Primary
CACHOLA		Primary
GATES		Primary
B. KOBAYASHI		Primary
C. LEE		Primary
LOWEN		Primary
NAKAMURA		Primary
PERRUSO		Primary
SAY		Primary
TOKIOKA		Primary
WARD		Primary
Creagan		Primary

## Official Source

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[http://www.capitol.hawaii.gov/measure\\_indiv.aspx?billtype=HB&billnumber;=660&year;=2021](http://www.capitol.hawaii.gov/measure_indiv.aspx?billtype=HB&billnumber;=660&year;=2021)

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