

SB278 • Hawaii

Relating To Political Advertising.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 23, 2021): The committee on JDC deferred the measure.

Summary

SB278 prohibits microtargeting of political ads on TV and social media based on behavioral data and demographics below electoral district level.

Business Impact

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

Key Provisions

- Prohibits microtargeting of political ads based on online behavioral data.
- Prohibits microtargeting based on demographic characteristics.
- Prohibits microtargeting based on geographic location below electoral district level.

Compliance Checklist

- Cease microtargeting practices in political advertising | Who: Political advertisers and campaigns | Penalty: Potential penalties for non-compliance not specified.

Industries Affected

Media

Technology

Political Advertising

Topics

AI in Political Advertising

Bill Sponsors

Name	Party	Role
DELA CRUZ		Primary
KEITH-AGARAN		Primary
DELA CRUZ		Primary
KEITH-AGARAN		Primary
KEITH-AGARAN		Primary
BAKER		Primary
ENGLISH		Primary
KEITH-AGARAN		Primary
BAKER		Primary
ENGLISH		Primary
RHOADS		Primary
FEVELLA		Primary

Official Source

http://www.capitol.hawaii.gov/measure_indiv.aspx?billtype=SB&billnumber;=278&year;=2021

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