

SB278 • Hawaii

School Choice Scholarship Program

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 22, 2013): Referred to EDU, WAM.

Summary

This bill prohibits microtargeting of political ads based on online behavioral data, demographics, and geographic location below electoral districts, addressing data privacy concerns.

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

Education

Finance

Topics

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Sam Slom	R	Sponsor

Official Source

http://www.capitol.hawaii.gov/measure_indiv.aspx?billtype=SB&billnumber;=278&year;=2013

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