

HB633 • Kentucky

AN ACT relating to data privacy.

Introduced

Risk: Medium

Comprehensive

Last Action (Feb 20, 2026): to Small Business & Information Technology (H)

Summary

This bill mandates online services to enhance privacy settings for minors, restricts notifications between 9 PM and 7 AM on school nights, and provides tools against dark patterns.

Business Impact

If you operate online services in Kentucky, you must enhance privacy settings for minors by July 1, 2024, or face penalties.

Key Provisions

- Defines key terms related to data privacy and minors.
- Requires online services to set highest privacy defaults for minors.
- Prohibits notifications and push alerts to covered minors between 9 PM and 7 AM on school nights.
- Provides default settings and tools for minors and parents to protect against profiling, targeted advertising for prohibited products, or the use of dark patterns.
- Provides tools specifically to protect against the use of 'dark patterns' to impair a minor's choice.
- Amends existing statutes to conform with new provisions.
- Creates a new section of KRS 367.3611 to 367.3629 as part of the Kentucky Consumer Data Protection Act.

Compliance Checklist

- Configure default privacy settings to the highest level for minors. | Who: Covered online services. | Penalty: Not specified.
- Provide parents with tools to protect minors from profiling. | Who: Covered online services. | Penalty: Not specified.

- Restrict notifications and push alerts to minors during specified hours. | Who: Covered online services. | Penalty: Not specified.

Industries Affected

Housing Technology Advertising Online Services Consumer Protection

Topics

AI Privacy Algorithmic Pricing

Bill Sponsors

Name	Party	Role
B. Wesley		Primary
R. Palumbo		Primary
V. Grossl		Primary

Official Source

<https://apps.legislature.ky.gov/record/26RS/hb633.html>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.