

SB 3454 • Illinois

BETTER SOCIAL MEDIA FEEDS ACT

In Committee

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (May 22, 2026): Rule 3-9(a) / Re-referred to Assignments

Summary

The Better Social Media Feeds Act mandates transparency for algorithmic systems using personal data, focusing on user value metrics and disclosures on platforms, effective January 1, 2027.

Business Impact

If you operate an online platform using algorithmic recommendations in Illinois, you must disclose system details by January 1, 2027, or face legal penalties.

Key Provisions

- Platforms must prominently and conspicuously list all algorithmic recommender systems they use with personal data on their website, service, or application.
- Platforms must prominently and conspicuously describe the inputs for each algorithmic recommender system on their website, service, or application.
- Platforms must prominently and conspicuously disclose the weights used in each algorithmic recommender system on their website, service, or application.
- Algorithmic recommender systems using personal data must be configured by default to maximize long-term user value metrics specifically for services, products, and features where personal data is used.
- Violations are considered unlawful practices under the Consumer Fraud and Deceptive Business Practices Act, which is amended for conformity.

Compliance Checklist

- Disclose all algorithmic recommender systems in use | Who: Covered online platforms | Penalty: Classified as an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act

- Provide descriptions of inputs and weights for each algorithm | Who: Covered online platforms | Penalty: Classified as an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act

Industries Affected

Technology

Consumer Protection

Topics

AI Transparency

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
Sue Rezin		Primary
Jil Tracy		Cosponsor
Sally J. Turner		Cosponsor

Related Bills

- SB3454 (IL)

Official Source

<https://ilga.gov/Legislation/BillStatus?DocNum=3454&GAID;=18&DocTypeID;=SB&LegId;=166425&SessionID;=114>

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