

SB 3454 • Illinois

BETTER SOCIAL MEDIA FEEDS ACT

In Committee

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (Apr 24, 2026): Rule 2-10 Committee/3rd Reading Deadline Established As May 15, 2026

Summary

The Better Social Media Feeds Act mandates transparency for algorithmic systems using personal data, amending the Consumer Fraud Act for conformity. It becomes effective on 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 list all algorithmic recommender systems they use with personal data.
- Platforms must describe the inputs for each algorithmic recommender system.
- Platforms must disclose the weights used in each algorithmic recommender system.
- Algorithmic recommender systems using personal data must be configured by default to maximize long-term user value metrics.
- Violations are considered unlawful practices under the Consumer Fraud and Deceptive Business Practices Act, which is amended for conformity.
- The Act includes specific provisions regarding covered minors.

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

Consumer Protection

Technology

Social Media

Topics

AI Transparency

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
Sue Rezin		Primary

Related Bills

- SB3454 (IL)

Official Source

<https://openstates.org/il/bills/104th/SB3454/>

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