

## HOUSE FLOOR AMENDMENT

Second Reading

BY REPRESENTATIVE Bradley

1 Amend the Education Committee Report, dated February 20, 2025, page  
2 1, line 4, after "(1)(b.6)," insert "(1)(b.7), (1)(e),".

3 Page 1 of the report, strike line 14 and substitute "DIRECTS USERS TO A  
4 STANDALONE ADVERTISEMENT THAT DIRECTLY ENABLES TARGETED  
5 ADVERTISING OR THAT LACKS ADJACENT EDUCATIONAL OR  
6 INFORMATIONAL CONTENT OR MATERIALS.

7 (b.7) "PROHIBITED ADVERTISING" MEANS AN ADVERTISEMENT  
8 PUBLISHED BY A CONTRACTOR IN THE CONTRACTOR'S CURATED DIGITAL  
9 RESEARCH COLLECTION THAT RESULTS IN THE CONTRACTOR COLLECTING  
10 REVENUE GENERATED FROM THE ADVERTISEMENTS APPEARING IN THE  
11 CURATED DIGITAL RESEARCH COLLECTION. "PROHIBITED ADVERTISING"  
12 DOES NOT INCLUDE AN ADVERTISEMENT ORIGINALLY PUBLISHED IN A  
13 NEWSPAPER, MAGAZINE, OR ON THE INTERNET THAT IS CURATED AND  
14 AGGREGATED IN THE CURATED DIGITAL RESEARCH COLLECTION OR  
15 LOCATED THROUGH EMBEDDED LINKS OR URLS OUTSIDE OF THE CURATED  
16 DIGITAL RESEARCH COLLECTION.

17 (e) "TARGETED ADVERTISING" MEANS ADVERTISEMENTS  
18 DISPLAYED TO A STUDENT BASED ON INFORMATION OBTAINED OR  
19 INFERRED OVER TIME FROM THE STUDENT'S ONLINE BEHAVIOR, USE OF  
20 APPLICATIONS, OR PERSONALLY IDENTIFIABLE INFORMATION."

21 Page 1 of the report, line 18, strike "(A)".

22 Page 1 of the report, strike lines 21 through 28 and substitute "TARGETED  
23 ADVERTISING, PROHIBITED ADVERTISING, OR EMBEDDED LINKS OR URLS  
24 AND, AFTER THE CONTRACTOR IS NOTIFIED OF THE TARGETED  
25 ADVERTISING, PROHIBITED ADVERTISING, OR EMBEDDED LINKS OR URLS,  
26 THE CONTRACTOR DOES NOT REMOVE OR DEACTIVATE THE TARGETED  
27 ADVERTISING, PROHIBITED ADVERTISING, OR EMBEDDED LINKS OR URLS  
28 WITHIN THIRTY DAYS AFTER RECEIVING THE NOTIFICATION."

29 Page 2 of the report, strike lines 1 through 4.

30 Page 2 of the report, line 9, strike "ADVERTISEMENTS, PROMOTIONS," and  
31 substitute "TARGETED ADVERTISING, PROHIBITED ADVERTISING,".

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