

JAN 22 2021

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# A BILL FOR AN ACT

RELATING TO POLITICAL ADVERTISING.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. Chapter 11, Hawaii Revised Statutes, is amended  
2 by adding a new section to subpart H of part XIII, to be  
3 appropriately designated and to read as follows:

4           "§11-       Microtargeting of political advertisements;  
5 prohibited. (a) No advertisement that is broadcast, televised,  
6 distributed online, or otherwise communicated by electronic  
7 means shall be targeted to a specific group of individuals on  
8 the basis of:

- 9           (1) Online behavioral data;  
10          (2) Demographic characteristics shared by members of the  
11             group; or  
12          (3) Geographic location at a level smaller than electoral  
13             district.

14          (b) The fine for violation of this section shall not  
15 exceed                    for each advertisement, and shall not exceed  
16 an aggregate amount of                    ."

17           SECTION 2. New statutory material is underscored.



# S.B. NO. 278

1 SECTION 3. This Act shall take effect upon its approval.

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INTRODUCED BY:     *Karl Rhoads*    



# S.B. NO. 278

**Report Title:**

Political Advertisements; Microtargeting; Prohibition

**Description:**

Prohibits the microtargeting of political advertisements on television and social media based on online behavioral data, demographic characteristics, and geographic location below the electoral district level.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

