
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.



H.B. NO. 660

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

2

INTRODUCED BY:


JAN 22 2021



H.B. NO. 660

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.

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