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## DIGEST

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HB 465 Original

2019 Regular Session

Jordan

**Abstract:** Creates the Internet and Social Media Data Privacy and Protection Act.

Proposed law creates the Internet and Social Media Data Privacy and Protection Act to protect consumer's private confidential information that is obtained by internet, broadband, and social media companies.

Proposed law prohibits any broadband internet access service provider or social media company from sharing a consumer's personal information including the following:

- (1) Name.
- (2) Address including the name of a street and the name of a city or town.
- (3) Electronic mail address.
- (4) Telephone number.
- (5) Social security number.
- (6) Any identifier that allows the consumer to be contacted either physically or online.
- (7) Billing or other financial information.
- (8) Demographic data.
- (9) Internet browsing history and application usage history.
- (10) Any device identifier associated with the consumer's subscription to broadband internet access service, such as a media access control address, an international mobile equipment identity, or an internet protocol address.
- (11) The consumer's precise location.
- (12) Information pertaining to the consumer's finances, health, or children.
- (13) Internet communications.

Proposed law requires both internet access server providers and social media companies to provide notice to consumers of which consumer personal information is being collected and shared.

Proposed law requires a consumer to give express permission in order for his personal information to be shared or sold. Proposed law requires internet access service providers and social media companies to provide, in a conspicuous easy-to-find location, a form to grant permission to share information as well as a form to revoke permission for sharing information.

Proposed law allows a consumer to revoke permission for his information to be shared at any time.

Proposed law prohibits an internet access service provider and social media company from retaliating against a consumer for not granting permission to share the consumer's information by raising rates or blocking access to service. Proposed law further prohibits the company from incentivizing consumers to share information by offering a discount on service.

Proposed law provides a private right of action in a district court of competent jurisdiction for violations of present law.

(Adds R.S. 45:844.91 - 844.96)