

S 3520

Banning Surveillance Advertising Act of 2022

Congress: 117 (2021–2023, Ended)

Chamber: Senate

Policy Area: Commerce

Introduced: Jan 19, 2022

Current Status: Read twice and referred to the Committee on Commerce, Science, and Transportation.

Latest Action: Read twice and referred to the Committee on Commerce, Science, and Transportation. (Jan 19, 2022)

Official Text: <https://www.congress.gov/bill/117th-congress/senate-bill/3520>

Sponsor

Name: Sen. Booker, Cory A. [D-NJ]

Party: Democratic • **State:** NJ • **Chamber:** Senate

Cosponsors (1 total)

Cosponsor	Party / State	Role	Date Joined
Sen. Hirono, Mazie K. [D-HI]	D · HI		Feb 3, 2022

Committee Activity

Committee	Chamber	Activity	Date
Commerce, Science, and Transportation Committee	Senate	Referred To	Jan 19, 2022

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

Bill	Relationship	Last Action
117 HR 6416	Identical bill	Jan 19, 2022: Referred to the Subcommittee on Consumer Protection and Commerce.

Banning Surveillance Advertising Act of 2022

This bill restricts online advertising that targets an individual, internet-connected device, or group of individuals or devices based on personal information. Personal information includes information that is reasonably linkable to an individual or connected device such as internet browsing history or the content of communications.

The bill generally prohibits (1) online advertisers from using personal information, including personal information that identifies an individual as a member of a specified protected class, to target advertising; and (2) advertising facilitators (i.e., entities that receive compensation for disseminating online advertisements) from using personal information to disseminate targeted advertising or knowingly enabling online advertisers to do so.

The bill allows certain exceptions, including for advertisements disseminated based on (1) content with which an individual is engaging, such as search results, if the advertisement is displayed in close proximity to the individual's engagement with the content; or (2) a state, market area, or other geographic location associated with an individual. Furthermore, an advertising facilitator may use information provided by an advertiser or third party if that advertiser or third party also attests in writing that the information complies with the bill's requirements.

The bill provides for enforcement of these provisions by the Federal Trade Commission, states, and individuals.

Actions Timeline

- **Jan 19, 2022:** Introduced in Senate
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