

## 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	<b>Jan 19, 2022:</b> 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**

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- **Jan 19, 2022:** Introduced in Senate
- **Jan 19, 2022:** Read twice and referred to the Committee on Commerce, Science, and Transportation.