

HR 4955

Banning Microtargeted Political Ads Act of 2021

Congress: 117 (2021–2023, Ended)

Chamber: House

Policy Area: Government Operations and Politics

Introduced: Aug 6, 2021

Current Status: Referred to the House Committee on House Administration.

Latest Action: Referred to the House Committee on House Administration. (Aug 6, 2021)

Official Text: <https://www.congress.gov/bill/117th-congress/house-bill/4955>

Sponsor

Name: Rep. Eshoo, Anna G. [D-CA-18]

Party: Democratic • **State:** CA • **Chamber:** House

Cosponsors

No cosponsors are listed for this bill.

Committee Activity

Committee	Chamber	Activity	Date
Committee on House Administration	House	Referred To	Aug 6, 2021

Subjects & Policy Tags

Policy Area:

Government Operations and Politics

Related Bills

No related bills are listed.

Banning Microtargeted Political Ads Act of 2021

This bill generally prohibits online platforms (e.g., websites, mobile applications, and social networks) from disseminating political advertisements that are targeted to an individual, a connected device, or a group of individuals or connected devices based on personal information that is linked to an individual or device.

The prohibition does not apply to a political advertisement that is targeted to (1) an individual or device within a recognized place (e.g., states, Indian lands, and congressional districts), (2) an individual who gives express consent for the political advertisement, (3) an individual who is searching for the information, or (4) an individual on a random basis.

Additionally, the bill establishes a private right of action with respect to the prohibition. Further, pre-dispute arbitration agreements and pre-dispute joint-action waivers are unenforceable with respect to a dispute arising from the prohibition.

The bill expands the definition of electioneering communication to include certain internet or digital communication that is placed or promoted on an online platform for a fee and also expands the exception to this definition for news. Further, it broadens the definition of public communication to include a communication by means of any paid internet, paid digital communication, or paid promotion.

Actions Timeline

- **Aug 6, 2021:** Introduced in House
- **Aug 6, 2021:** Referred to the House Committee on House Administration.