

**HB171 INTRODUCED**



1      HB171  
2      XD36QZE-1  
3      By Representative Robbins  
4      RFD: Children and Senior Advocacy  
5      First Read: 13-Jan-26



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4     SYNOPSIS:

5                 Under existing law, a social media platform may  
6     provide recommendations or sections of additional feeds  
7     to users on its websites, services, or applications,  
8     regardless of whether the users of the platform are  
9     minors.

10                This bill would introduce limits on the ability  
11     of social media platforms to provide these media feeds,  
12     defined as "addictive feeds," without age verification  
13     or parental consent.

14                This bill would prohibit social media platform  
15     operators from notifying minors from 12:00 a.m. to 6:00  
16     a.m.

17                This bill would require social media platform  
18     operators to disclose certain information regarding the  
19     algorithms that influence which media is prioritized to  
20     users.

21                This bill would also authorize the Attorney  
22     General to bring suits to enforce this act provided  
23     that operators of social media platforms may cure any  
24     violation.

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                  A BILL  
                  TO BE ENTITLED



29

AN ACT

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31                   Relating to social media; to provide age-verification  
32 requirements for social media platforms that host addictive  
33 feeds; to prohibit social media platform operators from  
34 notifying minors during certain hours; to require social media  
35 platform operators to disclose certain information regarding  
36 media-prioritization algorithms used on their platforms; and  
37 to authorize the Attorney General to enforce this act.

38 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

39                   Section 1. For the purposes of this act, the following  
40 terms have the following meanings:

41                   (1) ACCESSIBLE USER INTERFACE. An interface that  
42 requires minimal user interactions, such as clicks, taps, or  
43 swipes, for a user to input data, make a choice, or take an  
44 action while using an addictive social media platform.

45                   (2) ADDICTIVE FEED. A website, online service, online  
46 application, or mobile application, or a portion thereof, in  
47 which multiple pieces of media generated or shared by users of  
48 a website, online service, online application, or mobile  
49 application, either concurrently or sequentially, are  
50 recommended, selected, or prioritized for display to a user  
51 based in whole or in part on information associated with the  
52 user or the user's device, unless any of the following  
53 conditions are met:

54                   a. The recommendation, selection, or prioritization is  
55 based on information that is not associated with the user or  
56 user's device and does not concern the user's previous



57 interactions with media generated or shared by other users.

58           b. The recommendation, prioritization, or selection of  
59 media is based on user-selected privacy, user-enabled  
60 accessibility settings, or technical information concerning  
61 the user's device.

62           c. The user expressly and unambiguously requested that  
63 specific media, media by a specified author, creator, or  
64 poster of media to which the user has subscribed, or media  
65 shared by users to a page or group to which the user has  
66 subscribed. This condition is not met if the media is  
67 recommended, selected, or prioritized for display based in  
68 whole or in part on other information associated with the user  
69 or the user's device.

70           d. The user expressly and unambiguously requested that  
71 specific media, media by a specified author, creator, or  
72 poster of media the user has subscribed to, or media shared by  
73 users to a page or group the user has subscribed to, be  
74 blocked or deprioritized for display. This condition is not  
75 met if the media is not blocked or deprioritized based on  
76 other information associated with the user or the user's  
77 device.

78           e. The media is part of direct and private  
79 communications.

80           f. The media recommended, selected, or prioritized is  
81 in response to a specific search inquiry by the user.

82           g. The media recommended, selected, or prioritized for  
83 display is exclusively next in a preexisting sequence from the  
84 same author, creator, poster, or source.



85                   h. The recommendation, selection, or prioritization is  
86                   necessary to comply with this act and any rules adopted  
87                   pursuant to this act.

88                   (3) ADDICTIVE SOCIAL MEDIA PLATFORM. A website, online  
89                   service, online application, or mobile application that offers  
90                   or provides users an addictive feed as a significant part of  
91                   the services provided by the website, online service, online  
92                   application, or mobile application.

93                   (4) COVERED MINOR. A user of a website, online service,  
94                   online application, or mobile application in Alabama when the  
95                   covered operator has actual knowledge the user is a minor.

96                   (5) COVERED OPERATOR. Any person who operates an  
97                   addictive social media platform. The term does not include  
98                   Internet service providers, data center operators, or similar  
99                   providers of services that are necessary for users to access  
100                   an addictive social media platform but that do not offer a  
101                   platform or addictive feed through the service.

102                   (6) COVERED USER. A user of a website, online service,  
103                   online application, or mobile application in Alabama who is  
104                   not acting as an operator, or agent or affiliate of the  
105                   operator, of the website, online service, online application,  
106                   or mobile application, or any portion thereof.

107                   (7) MEDIA. A piece of text, an image, or a video.

108                   (8) MINOR. An individual under 18 years of age.

109                   (9) PARENT. The parent or legal guardian of a minor.

110                   (10) REASONABLE AGE-VERIFICATION METHOD. Any  
111                   commercially available software, application, program, or  
112                   methodology that, when enabled, provides reasonable assurances



113 that any individual accessing certain published material is 18  
114 years of age or older.

115 (11) WEIGHT. An individual numeric setting that  
116 controls the output of an addictive feed's algorithm at a high  
117 level across an addictive social media platform's user base,  
118 such as the relative contributions of different factors to how  
119 media is prioritized.

120 Section 2. (a) It shall be unlawful for a covered  
121 operator to provide an addictive feed to a covered user  
122 unless:

123 (1) The operator employs a reasonable age-verification  
124 method on the addictive social media platform to provide  
125 reasonable assurance that individuals under 18 years of age  
126 cannot access the addictive feed; or

127 (2) The covered operator has obtained verifiable  
128 parental consent to provide an addictive feed to a covered  
129 minor.

130 (b) (1) Information collected for the purpose of  
131 obtaining age-verification or parental consent shall not be  
132 used for any other purpose and shall be deleted immediately  
133 after an attempt to obtain age verification, except where  
134 necessary for compliance with any applicable state or federal  
135 law.

136 (2) If an operator, intentionally or unintentionally,  
137 shares any consumer information collected for the purpose of  
138 obtaining age-verification or parental consent in violation of  
139 subdivision (1), the operator shall be liable to the party  
140 injured in an action at law, suit in equity, or other proper



141 proceeding for redress.

142 (c) Nothing in this section shall be construed as  
143 preventing any action taken in good faith to restrict access  
144 to or availability of media which the covered operator  
145 considers to be obscene or otherwise objectionable.

146 Section 3. Each covered operator shall provide an  
147 accessible user interface on his or her addictive social media  
148 platform which gives covered users the option to expressly and  
149 unambiguously communicate their preferences about the types of  
150 items to be recommended and to be blocked in the website's,  
151 service's, or application's output. Covered operators shall  
152 take all reasonable steps to ensure that the media selected  
153 for display is consistent with those preferences.

154 Section 4. It shall be unlawful for the covered  
155 operator of an addictive social media platform to send  
156 notifications to a covered minor between the hours of 12:00  
157 a.m. and 6:00 a.m.

158 Section 5. Nothing in this act shall be construed as  
159 requiring the operator of an addictive social media platform  
160 to give a parent any additional or special access to or  
161 control over the data or accounts of his or her minor child.

162 Section 6. Other than as necessary for compliance with  
163 this act, a covered operator shall not withhold, degrade,  
164 lower the quality, or increase the price of any product,  
165 service, or feature to a covered user due to the covered  
166 operator being prohibited from providing an addictive feed to  
167 a covered minor under Section 2(a) or due to the user's  
168 exercise of any rights contained in Section 3.



## HB171 INTRODUCED

169           Section 7. (a) A covered operator that administers an  
170       addictive feed shall prominently and conspicuously provide on  
171       the operator's website, service, or application:

172           (1) A description of each algorithmic system that is in  
173       use by the covered operator;

174           (2) A description of each source of input to each  
175       algorithmic system used in any deployed addictive feed and the  
176       source of the data of each input; and

177           (3) A description of the weights used in each addictive  
178       feed. The covered operator shall categorize each weight into  
179       four quartile groups according to each weight's relative  
180       importance in contributing to the system's output.

181           (b) A covered operator shall disclose on the addictive  
182       social media platform, on an annual basis, the high-level  
183       objectives, key results, and performance metrics the covered  
184       operator uses to evaluate product teams responsible for  
185       addictive feed design. This disclosure must be accessible by  
186       the general public.

187           Section 8. (a) This act shall apply to conduct that  
188       occurs in whole or in part in the State of Alabama. For  
189       purposes of this act, conduct takes place wholly outside of  
190       Alabama if the addictive social media platform is accessed by  
191       a user who is physically located outside of Alabama.

192           (b) Nothing in this act shall be construed to impose  
193       liability for commercial activities or actions by operators  
194       that is inconsistent with the treatment of such activities or  
195       actions under 15 U.S.C. § 6502.

196           Section 9. (a) No earlier than April 1, 2027, whenever



197 it appears to the Attorney General, either upon complaint or  
198 otherwise, that any person, within or outside the state, has  
199 engaged in any of the acts or practices in violation of this  
200 act, the Attorney General shall:

201 (1) Send a notice to the operator that informs the  
202 operator there has been a violation under this act, provides  
203 factual information regarding the specific violation, and  
204 informs the operator that the operator has 30 days to remedy  
205 the violation before any action will be taken by the Attorney  
206 General. If the operator remedies the violation within 30 days  
207 following receipt of the notice, the Attorney General may not  
208 bring any action or proceeding under subdivision (2); and

209 (2) If the operator fails to remedy the violation  
210 within 30 days following receipt of a notice, bring an action  
211 or special proceeding in the name and on behalf of the State  
212 of Alabama to do any of the following:

213 a. Enjoin any violation of this act.

214 b. Obtain restitution of any monies or property  
215 obtained, directly or indirectly, by a violation of this act.

216 c. Seek forfeiture of any profits or gains obtained,  
217 directly or indirectly, including, but not limited to, the  
218 destruction of unlawfully obtained data.

219 d. Obtain damages caused, directly or indirectly, by a  
220 violation of this act.

221 e. Obtain civil penalties of up to five thousand  
222 dollars (\$5,000) per violation.

223 f. Obtain any other and further relief as the court may  
224 deem proper, including preliminary relief.



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225 (b) The Attorney General shall maintain a website to  
226 receive complaints, information, or referrals from members of  
227 the public concerning a covered operator's or social media  
228 platform's alleged compliance or noncompliance with this act.

229                   Section 10. This act shall become effective on October  
230       1, 2026.