116th CONGRESS 1st Session

To amend the Children's Online Privacy Protection Act of 1998 to strengthen protections relating to the online collection, use, and disclosure of personal information of children and minors, and for other purposes.

IN THE SENATE OF THE UNITED STATES

Mr. MARKEY (for himself and Mr. HAWLEY) introduced the following bill; which was read twice and referred to the Committee on

A BILL

- To amend the Children's Online Privacy Protection Act of 1998 to strengthen protections relating to the online collection, use, and disclosure of personal information of children and minors, and for other purposes.
 - 1 Be it enacted by the Senate and House of Representa-
 - 2 tives of the United States of America in Congress assembled,

3 SECTION 1. TABLE OF CONTENTS.

- 4 The table of contents for this Act is as follows:
 - Sec. 1. Table of contents.
 - Sec. 2. Definitions.
 - Sec. 3. Online collection, use, and disclosure of personal information of children and minors.
 - Sec. 4. Fair Information Practices Principles.
 - Sec. 5. Digital Marketing Bill of Rights for Minors.
 - Sec. 6. Targeted marketing to children or minors.
 - Sec. 7. Removal of content.

Sec. 8. Privacy dashboard for connected devices for children and minors.

- Sec. 9. Prohibition on sale of connected devices for children and minors that fail to meet appropriate cybersecurity and data security standards.
- Sec. 10. Rule for treatment of users of websites, services, and applications directed to children or minors.
- Sec. 11. Study of mobile and online application oversight.
- Sec. 12. Youth Privacy and Marketing Division.
- Sec. 13. Enforcement and applicability.

1 SEC. 2. DEFINITIONS.

- 2 (a) IN GENERAL.—In this Act:
- 3 (1) COMMISSION.—The term "Commission"

4 means the Federal Trade Commission.

5 (2) STANDARDS.—The term "standards" means
6 benchmarks, guidelines, best practices, methodolo7 gies, procedures, and processes.

8 (b) OTHER DEFINITIONS.—The definitions set forth 9 in section 1302 of the Children's Online Privacy Protection Act of 1998 (15 U.S.C. 6501), as amended by section 10 11 3(a) of this Act, shall apply in this Act, except to the ex-12 tent the Commission provides otherwise by regulations 13 issued under section 553 of title 5, United States Code. 14 SEC. 3. ONLINE COLLECTION, USE, AND DISCLOSURE OF 15 PERSONAL INFORMATION OF CHILDREN AND 16 MINORS.

17 (a) DEFINITIONS.—Section 1302 of the Children's
18 Online Privacy Protection Act of 1998 (15 U.S.C. 6501)
19 is amended—

20 (1) by amending paragraph (2) to read as fol-21 lows:

1	"(2) Operator.—The term 'operator'—
2	"(A) means any person—
3	"(i) who, for commercial purposes, in
4	interstate or foreign commerce operates or
5	provides a website on the internet, an on-
6	line service, an online application, or a mo-
7	bile application; and
8	"(ii) who—
9	"(I) collects or maintains, either
10	directly or through a service provider,
11	personal information from or about
12	the users of that website, service, ap-
13	plication, or connected device;
14	"(II) allows another person to
15	collect personal information directly
16	from users of that website, service,
17	application, or connected device (in
18	which case, the operator is deemed to
19	have collected the information); or
20	"(III) allows users of that
21	website, service, application, or con-
22	nected device to publicly disclose per-
23	sonal information (in which case, the
24	operator is deemed to have collected
25	the information); and

1	"(B) does not include any nonprofit entity
2	that would otherwise be exempt from coverage
3	under section 5 of the Federal Trade Commis-
4	sion Act (15 U.S.C. 45).";
5	(2) in paragraph (4)—
6	(A) by amending subparagraph (A) to read
7	as follows:
8	"(A) the release of personal information
9	collected from a child or minor for any purpose,
10	except where the personal information is pro-
11	vided to a person other than an operator who—
12	"(i) provides support for the internal
13	operations of the website, online service,
14	online application, or mobile application of
15	the operator, excluding any activity relat-
16	ing to targeted marketing directed to chil-
17	dren, minors, or connected devices; and
18	"(ii) does not disclose or use that per-
19	sonal information for any other purpose;
20	and"; and
21	(B) in subparagraph (B)—
22	(i) by inserting "or minor" after
23	"child" each place the term appears;
24	(ii) by inserting "or minors" after
25	"children"; and

1	(iii) by striking "website or online
2	service" and inserting "website, online
3	service, online application, or mobile appli-
4	cation";
5	(3) in paragraph (8), by striking subparagraphs
6	(F) and (G) and inserting the following:
7	"(F) geolocation information;
8	"(G) information used for biometric identi-
9	fication, as defined in section 70123 of title 46,
10	United States Code, of an individual;
11	"(H) information reasonably associated
12	with or attributed to an individual;
13	((I) information (including an internet
14	protocol address) that permits the identification
15	of—
16	"(i) an individual; or
17	"(ii) any device used by an individual
18	to directly or indirectly access the internet
19	or an online service, online application, or
20	mobile application; or
21	"(J) information concerning a child or
22	minor or the parents of that child or minor (in-
23	cluding any unique or substantially unique iden-
24	tifier, such as a customer number) that an op-
25	erator collects online from the child or minor

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1	and combines with an identifier described in
2	this paragraph.";
3	(4) by amending paragraph (9) to read as fol-
4	lows:
5	"(9) VERIFIABLE CONSENT.—The term
6	'verifiable consent' means any reasonable effort (tak-
7	ing into consideration available technology), includ-
8	ing a request for authorization for future collection,
9	use, and disclosure described in the notice, to ensure
10	that, in the case of a child, a parent of the child,
11	or, in the case of a minor, the minor—
12	"(A) receives specific notice of the personal
13	information collection, use, and disclosure prac-
14	tices of the operator; and
15	"(B) before the personal information of the
16	child or minor is collected, freely and unambig-
17	uously authorizes—
18	"(i) the collection, use, and disclosure,
19	as applicable, of that personal information;
20	and
21	"(ii) any subsequent use of that per-
22	sonal information.";
23	(5) by striking paragraph (10) and redesig-
24	nating paragraphs (11) and (12) as paragraphs (10)
25	and (11), respectively; and

1	(6) by adding at the end the following:
2	"(12) Connected Device.—The term 'con-
3	nected device' means a device that is capable of con-
4	necting to the internet, directly or indirectly, or to
5	another connected device.
6	"(13) Online.—The term 'online' means—
7	"(A) connected to or compatible with the
8	internet; or
9	"(B) via the internet.
10	"(14) ONLINE APPLICATION.—The term 'online
11	application'—
12	"(A) means an internet-connected software
13	program; and
14	"(B) includes a service or application of-
15	fered via a connected device.
16	"(15) Online Service.—The term 'online
17	service'—
18	"(A) means broadband internet access
19	service, as defined in the Report and Order on
20	Remand, Declaratory Ruling, and Order in the
21	matter of protecting and promoting the open
22	internet, adopted by the Federal Communica-
23	tions Commission on February 26, 2015 (FCC
24	15-24); and

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1	"(B) includes a service or application of-
2	fered via a connected device.
3	"(16) Directed to a child or minor.—
4	"(A) IN GENERAL.—The terms 'directed to
5	a child' or 'directed to a minor' means, with re-
6	spect to a website, online service, online applica-
7	tion, or mobile application, the website, online
8	service, online application, or mobile application
9	is targeted to children or minors, as the case
10	may be, as demonstrated by—
11	"(i) the subject matter of the website,
12	online service, online application, or mobile
13	application;
14	"(ii) the visual content of the website,
15	online service, online application, or mobile
16	application;
17	"(iii) the use of animated characters
18	or child-oriented activities for children, or
19	the use of minor-oriented characters or
20	minor-oriented activities for minors, and
21	related incentives on the website, online
22	service, online application, or mobile appli-
23	cation;

1	"(iv) the music or other audio content
2	on the website, online service, online appli-
3	cation, or mobile application;
4	"(v) the age of models on the website,
5	online service, online application, or mobile
6	application;
7	"(vi) the presence, on the website, on-
8	line service, online application, or mobile
9	application, of—
10	"(I) child celebrities;
11	"(II) celebrities who appeal to
12	children;
13	"(III) teen celebrities; or
14	"(IV) celebrities who appeal to
15	minors;
16	"(vii) the language used on the
17	website, online service, online application,
18	or mobile application;
19	"(viii) advertising content used on, or
20	used to advertise, the website, online serv-
21	ice, online application, or mobile applica-
22	tion; or
23	"(ix) reliable empirical evidence relat-
24	ing to—

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1	"(I) the composition of the audi-
2	ence of the website, online service, on-
3	line application, or mobile application;
4	and
5	"(II) the intended audience of
6	the website, online service, online ap-
7	plication, or mobile application.
8	"(B) Rules of construction.—
9	"(i) Services deemed directed to
10	CHILDREN OR MINORS.—For the purposes
11	of this title, a website, online service, on-
12	line application, or mobile application shall
13	be deemed to be directed to children or mi-
14	nors if the operator of the website, online
15	service, online application, or mobile appli-
16	cation has actual knowledge that the
17	website, online service, online application,
18	or mobile application collects personal in-
19	formation directly from users of any other
20	website, online service, online application,
21	or mobile application that is directed to
22	children or minors under the criteria de-
23	scribed in subparagraph (A).
24	"(ii) Services deemed directed to
25	MIXED AUDIENCES.—

1	"(I) IN GENERAL.—A website,
2	online service, online application, or
3	mobile application that is directed to
4	children or minors under the criteria
5	described in subparagraph (A), but
6	that does not target children or mi-
7	nors as the primary audience of the
8	website, online service, online applica-
9	tion, or mobile application, shall not
10	be deemed to be directed to children
11	or minors for purposes of this title if
12	the website, online service, online ap-
13	plication, or mobile application—
14	"(aa) does not collect per-
15	sonal information from any user
16	of the website, online service, on-
17	line application, or mobile appli-
18	cation before verifying age infor-
19	mation of the user; and
20	"(bb) does not, without first
21	complying with any relevant no-
22	tice and consent provision under
23	this title, collect, use, or disclose
24	personal information of any user
25	who identifies themselves to the

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1	website, online service, online ap-
2	plication, or mobile application as
3	an individual who is under the
4	age of 16.
5	"(II) USE OF CERTAIN TOOLS.—
6	For purposes of this title, a website,
7	online service, online application, or
8	mobile application, shall not be
9	deemed directed to children or minors
10	solely because the website, online serv-
11	ice, online application, or mobile appli-
12	cation refers or links to any other
13	website, online service, online applica-
14	tion, or mobile application directed to
15	children or minors by using informa-
16	tion location tools, including—
17	"(aa) a directory;
18	"(bb) an index;
19	"(cc) a reference;
20	"(dd) a pointer; or
21	"(ee) a hypertext link.
22	"(17) MOBILE APPLICATION.—The term 'mo-
23	bile application'—
24	"(A) means a software program that runs
25	on the operating system of—

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1	"(i) a cellular telephone;
2	"(ii) a tablet computer; or
3	"(iii) a similar portable computing de-
4	vice that transmits data over a wireless
5	connection; and
6	"(B) includes a service or application of-
7	fered via a connected device.
8	"(18) Geolocation information.—The term
9	'geolocation information' means information suffi-
10	cient to identify a street name and name of a city
11	or town.
12	"(19) MINOR.—The term 'minor' means an in-
13	dividual over the age of 12 and under the age of 16.
14	"(20) TARGETED MARKETING.—The term 'tar-
15	geted marketing' means advertising or any other ef-
16	fort to market a product or service that is directed
17	to a specific individual or device—
18	"(A) based on—
19	"(i) the personal information of—
20	"(I) the individual; or
21	"(II) a group of individuals who
22	are similar in gender, age, income
23	level, race, or ethnicity to the specific
24	individual to whom the product or
25	service is marketed;

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1	"(ii) psychological profiling; or
2	"(iii) a unique identifier of the device;
3	and
4	"(B) as a result of use by the individual,
5	access by any device of the individual, or use by
6	a group of individuals who are similar to the
7	specific individual, of—
8	"(i) a website;
9	"(ii) an online service;
10	"(iii) an online application;
11	"(iv) a mobile application; or
12	"(v) an operating system.".
13	(b) Online Collection, Use, and Disclosure of
14	Personal Information of Children and Minors.—
15	Section 1303 of the Children's Online Privacy Protection
16	Act of 1998 (15 U.S.C. 6502) is amended—
17	(1) by striking the heading and inserting the
18	following: "ONLINE COLLECTION, USE, AND DIS-
19	CLOSURE OF PERSONAL INFORMATION OF
20	CHILDREN AND MINORS.";
21	(2) in subsection (a)—
22	(A) by amending paragraph (1) to read as
23	follows:
24	"(1) IN GENERAL.—It is unlawful for an oper-
25	ator of a website, online service, online application,

1	or mobile application directed to a child or minor, or
2	an operator having constructive knowledge that per-
3	sonal information being collected is from a child or
4	minor, to collect personal information from a child
5	or minor in a manner that violates the regulations
6	prescribed under subsection (b)."; and
7	(B) in paragraph (2)—
8	(i) by striking "of such a website or
9	online service"; and
10	(ii) by striking "subsection
11	(b)(1)(B)(iii) to the parent of a child" and
12	inserting "subsection $(b)(1)(A)(iii)$ to the
13	parent of a child or under subsection
14	(b)(1)(A)(iv) to a minor''; and
15	(3) in subsection (b)—
16	(A) by amending paragraph (1) to read as
17	follows:
18	"(1) REGULATIONS.—
19	"(A) IN GENERAL.—Not later than 1 year
20	after the date of the enactment of the Act enti-
21	tled 'An Act to amend the Children's Online
22	Privacy Protection Act of 1998 to strengthen
23	protections relating to the online collection, use,
24	and disclosure of personal information of chil-
25	dren and minors, and for other purposes', the

1	Commission shall promulgate, under section
2	553 of title 5, United States Code, regulations
3	to require an operator of a website, online serv-
4	ice, online application, or mobile application di-
5	rected to children or minors, or an operator
6	having constructive knowledge that personal in-
7	formation being collected is from a child or
8	minor—
9	"(i) to provide clear and conspicuous
10	notice in clear and plain language of—
11	"(I) the types of personal infor-
12	mation the operator collects;
13	"(II) how the operator uses the
14	information;
15	"(III) whether and why the oper-
16	ator discloses the information; and
17	"(IV) the procedures or mecha-
18	nisms the operator uses to ensure that
19	personal information is not collected
20	from children or minors except in ac-
21	cordance with the regulations promul-
22	gated under this paragraph;
23	"(ii) to obtain verifiable consent for
24	the collection, use, or disclosure of personal
25	information of a child or minor;

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1	"(iii) to provide to a parent whose
2	child has provided personal information to
3	the operator, upon request by and proper
4	identification of the parent—
5	"(I) a description of the specific
6	types of personal information collected
7	from the child by the operator;
8	"(II) the opportunity at any time
9	to delete personal information col-
10	lected from the child; and
11	"(III) a means that is reasonable
12	under the circumstances for the par-
13	ent to obtain any personal information
14	collected from the child, if such infor-
15	mation is available to the operator at
16	the time the parent makes the re-
17	quest;
18	"(iv) to provide to a minor who has
19	provided personal information to the oper-
20	ator, upon request by and proper identi-
21	fication of the minor—
22	"(I) a description of the specific
23	types of personal information collected
24	from the minor by the operator;

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1	"(II) the opportunity at any time
2	to delete personal information col-
3	lected from the minor; and
4	"(III) a means that is reasonable
5	under the circumstances for the minor
6	to obtain any personal information
7	collected from the minor, if such in-
8	formation is available to the operator
9	at the time the minor makes the re-
10	quest;
11	"(v) not to condition participation in
12	a game, or use of a website, service, or ap-
13	plication, by a child or minor on the provi-
14	sion by the child or minor of more personal
15	information than is reasonably required to
16	participate in the game or use the website,
17	service, or application; and
18	"(vi) to establish and maintain rea-
19	sonable procedures to protect the confiden-
20	tiality, security, and integrity of personal
21	information collected from children and mi-
22	nors.
23	"(B) UPDATES.—Not less frequently than
24	once every 4 years after the date on which reg-
25	ulations are promulgated under subparagraph

1	(A), the Commission shall update those regula-
2	tions as necessary.";
3	(B) in paragraph (2)—
4	(i) in the matter preceding subpara-
5	graph (A), by striking "verifiable parental
6	consent" and inserting "verifiable con-
7	sent"; and
8	(ii) in subparagraph (A)—
9	(I) by inserting "or minor" after
10	"collected from a child";
11	(II) by inserting "or minor" after
12	"request from the child"; and
13	(III) by inserting "or minor or to
14	contact a different child or minor"
15	after "to recontact the child";
16	(iii) in subparagraph (B)—
17	(I) by striking "parent or child"
18	and inserting "parent, child, or
19	minor"; and
20	(II) by striking "parental con-
21	sent" each place the term appears and
22	inserting "verifiable consent";
23	(iv) in subparagraph (C)—

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1	(I) in the matter preceding clause
2	(i), by inserting "or minor" after
3	"child" each place the term appears;
4	(II) in clause (i)—
5	(aa) by inserting "or minor"
6	after "child" each place the term
7	appears; and
8	(bb) by inserting "or minor,
9	as applicable," after "parent"
10	each place the term appears; and
11	(III) in clause (ii)—
12	(aa) by inserting "or minor,
13	as applicable," after "parent";
14	and
15	(bb) by inserting "or minor"
16	after "child" each place the term
17	appears; and
18	(v) in subparagraph (D)—
19	(I) in the matter preceding clause
20	(i), by inserting "or minor" after
21	"child" each place the term appears;
22	(II) in clause (ii), by inserting
23	"or minor" after "child"; and
24	(III) in the flush text following
25	clause (iii)—

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1	(aa) by inserting "or minor,
2	as applicable," after "parent"
3	each place the term appears; and
4	(bb) by inserting "or minor"
5	after "child"; and
6	(C) by amending paragraph (3) to read as
7	follows:
8	"(3) CONTINUATION OF SERVICE.—The regula-
9	tions shall prohibit an operator from discontinuing
10	service provided to a child or minor on the basis of
11	a request by the parent of the child or by the minor,
12	under the regulations prescribed under clauses
13	(iii)(II) and $(iv)(II)$, respectively, of paragraph
14	(1)(A) to delete personal information collected from
15	the child or minor, to the extent that the operator
16	is capable of providing such service without such in-
17	formation.".
18	(c) SAFE HARBORS.—Section 1304 of the Children's
19	Online Privacy Protection Act of 1998 (15 U.S.C. 6503)
20	is amended—
21	(1) in subsection $(b)(1)$, by inserting "and mi-
22	nors" after "children"; and
23	(2) by adding at the end the following:
24	"(d) Publication.—The Commission shall publish
25	on the internet website of the Commission any report or

documentation required by regulation to be submitted to
 the Commission to carry out this section, except to the
 extent that the report or documentation contains propri etary information, which the Commission may in its dis cretion redact.".

6 (d) ADMINISTRATION AND APPLICABILITY OF ACT.—
7 Section 1306 of the Children's Online Privacy Protection
8 Act of 1998 (15 U.S.C. 6505) is amended—

9 (1) in subsection (b)—

10 (A) in paragraph (1), by striking ", in the
11 case of" and all that follows and inserting the
12 following: "by the appropriate Federal banking
13 agency, with respect to any insured depository
14 institution (as those terms are defined in sec15 tion 3 of that Act (12 U.S.C. 1813));"; and

16 (B) by striking paragraph (2) and redesig17 nating paragraphs (3) through (6) as para18 graphs (2) through (5), respectively; and

19 (2) by adding at the end the following new sub-20 section:

21 "(f) TELECOMMUNICATIONS CARRIERS AND CABLE22 OPERATORS.—

23 "(1) ENFORCEMENT BY COMMISSION.—Not24 withstanding section 5(a)(2) of the Federal Trade
25 Commission Act (15 U.S.C. 45(a)(2)), compliance

with the requirements imposed under this title shall
 be enforced by the Commission with respect to any
 telecommunications carrier (as defined in section 3
 of the Communications Act of 1934 (47 U.S.C.
 153)).

6 "(2) RELATIONSHIP TO OTHER LAW.—To the
7 extent that section 222, 338(i), or 631 of the Com8 munications Act of 1934 (47 U.S.C. 222; 338(i);
9 551) is inconsistent with this title, this title con10 trols.".

11 SEC. 4. FAIR INFORMATION PRACTICES PRINCIPLES.

12 The Fair Information Practices Principles described13 in this section are the following:

(1) COLLECTION LIMITATION PRINCIPLE.—Except as provided in paragraph (3), personal information should be collected from a child or minor only
when collection of the personal information is—

(A) consistent with the context of a particular transaction or service or the relationship
of the child or minor with the operator, including collection necessary to fulfill a transaction
or provide a service requested by the child or
minor; or

24 (B) required or specifically authorized by25 law.

1	(2) Data quality principle.—The personal
2	information of a child or minor should be accurate,
3	complete, and kept up-to-date to the extent nec-
4	essary to fulfill the purposes described in subpara-
5	graphs (A) through (D) of paragraph (3).
6	(3) Purpose specification principle.—The
7	purposes for which personal information is collected
8	should be specified to the parent of a child or to a
9	minor not later than at the time of the collection of
10	the information. The subsequent use or disclosure of
11	the information should be limited to—
12	(A) fulfillment of the transaction or service
13	requested by the child or minor;
14	(B) support for the internal operations of
15	the website, service, or application, as described
16	in section 312.2 of title 16, Code of Federal
17	Regulations, excluding any activity relating to
18	targeted marketing directed to children, minors,
19	or a device of a child or minor;
20	(C) compliance with legal process or other
21	purposes expressly authorized under specific
22	legal authority; or
23	(D) other purposes—
24	(i) that are specified in a notice to the
25	child or minor; and

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1	(ii) to which the child or minor has
2	consented under paragraph (7) before the
3	information is used or disclosed for such
4	other purposes.
5	(4) RETENTION LIMITATION PRINCIPLE.—
6	(A) IN GENERAL.—The personal informa-
7	tion of a child or minor should not be retained
8	for longer than is necessary to fulfill a trans-
9	action or provide a service requested by the
10	child or minor or such other purposes specified
11	in subparagraphs (A) through (D) of paragraph
12	(3).
13	(B) DATA DISPOSAL.—The operator should
14	implement a reasonable and appropriate data
15	disposal policy based on the nature and sensi-
16	tivity of personal information described in sub-
17	paragraph (A).
18	(5) Security safeguards principle.—The
19	personal information of a child or minor should be
20	protected by reasonable and appropriate security
21	safeguards against risks such as loss or unauthor-
22	ized access, destruction, use, modification, or disclo-
23	sure.
24	(6) Openness principle.—

1 (A) GENERAL PRINCIPLE.—The operator 2 should maintain a general policy of openness 3 about developments, practices, and policies with 4 respect to the personal information of a child or 5 minor. 6 PROVISION OF INFORMATION.—The (\mathbf{B}) 7 operator should provide to each parent of a 8 child, or to each minor, using the website, on-9 line service, online application, or mobile appli-10 cation of the operator with a clear and promi-11 nent means— 12 (i) to identify and contact the oper-13 ator, by, at a minimum, disclosing, clearly 14 and prominently, the identity of the oper-15 ator and— 16 (I) in the case of an operator 17 who is an individual, the address of 18 the principal residence of the operator 19 and an email address and telephone 20 number for the operator; or 21 (II) in the case of any other op-22 erator, the address of the principal 23 place of business of the operator and 24 an email address and telephone num-25 ber for the operator;

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1 (ii) to determine whether the operator 2 possesses any personal information of the 3 child or minor, the nature of any such in-4 formation, and the purposes for which the 5 information was collected and is being re-6 tained; 7 (iii) to obtain any personal informa-8 tion of the child or minor that is in the 9

tion of the child or minor that is in the
possession of the operator from the operator, or from a person specified by the operator, within a reasonable time after making a request, at a charge (if any) that is
not excessive, in a reasonable manner, and
in a form that is readily intelligible to the
child or minor;

16 (iv) to challenge the accuracy of per17 sonal information of the child or minor
18 that is in the possession of the operator;

(v) to determine if the child or minor
has established the inaccuracy of personal
information in a challenge under clause
(iv) in order to have such information
erased, corrected, completed, or otherwise
amended; and

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1	(vi) to determine the method by which
2	the operator obtains data relevant to the
3	child or minor.
4	(C) LIMITATION.—Nothing in this para-
5	graph shall be construed to permit an operator
6	to erase or otherwise modify personal informa-
7	tion requested by a law enforcement agency
8	pursuant to legal authority.
9	(7) Individual participation principle.—
10	The operator should—
11	(A) obtain consent from a parent of a child
12	or from a minor before using or disclosing the
13	personal information of the child or minor for
14	any purpose other than the purposes described
15	in subparagraphs (A) through (C) of paragraph
16	(3); and
17	(B) obtain affirmative express consent
18	from a parent of a child or from a minor before
19	using or disclosing previously collected personal
20	information of the child or minor for purposes
21	that constitute a material change in practice
22	from the original purposes specified to the child
23	or minor under paragraph (3).
24	(8) RACIAL AND SOCIOECONOMIC PROFILING.—
25	The personal information of a child or minor shall

1	not be used to direct content to the shild or minor
	not be used to direct content to the child or minor,
2	or a group of individuals similar to the child or
3	minor, on the basis of race, socioeconomic factors, or
4	any proxy thereof.
5	SEC. 5. DIGITAL MARKETING BILL OF RIGHTS FOR MINORS.
6	(a) ACTS PROHIBITED.—
7	(1) PROHIBITION.—
8	(A) IN GENERAL.—Except as provided in
9	subparagraph (B), it shall be unlawful for an
10	operator of a website, online service, online ap-
11	plication, or mobile application to collect per-
12	sonal information from a minor if—
13	(i)(I) the minor is a user of the
14	website, online service, online application,
15	or mobile application; and
16	(II) the operator has constructive
17	knowledge that the minor is a minor; or
18	(ii) the website, online service, online
19	application, or mobile application is di-
20	rected to minors.
21	(B) EXCEPTION.—Subparagraph (A) shall
22	not apply to an operator that has adopted and
23	complies with a Digital Marketing Bill of
24	Rights for Minors that is consistent with the

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1	Fair Information Practices Principles described
2	in section 4.
3	(2) Effective date.—This subsection shall
4	take effect on the date that is 180 days after the
5	promulgation of regulations under subsection (b).
6	(b) REGULATIONS.—
7	(1) IN GENERAL.—Not later than 1 year after
8	the date of enactment of this Act, the Commission
9	shall promulgate, under section 553 of title 5,
10	United States Code, regulations to implement this
11	section, including regulations further defining the
12	Fair Information Practices Principles described in
13	section 4.
14	(2) UPDATES.—Not less frequently than once
15	every 4 years after the date on which regulations are
16	promulgated under paragraph (1), the Commission
17	shall update those regulations as necessary.
18	SEC. 6. TARGETED MARKETING TO CHILDREN OR MINORS.
19	(a) ACTS PROHIBITED.—
20	(1) CHILDREN.—It shall be unlawful for an op-
21	erator of a website, online service, online application,
22	or mobile application to use, disclose to third par-
23	ties, or compile personal information of a child for
24	purposes of targeted marketing if—

1	(A)(i) the child is a user of the website,
2	online service, online application, or mobile ap-
3	plication; and
4	(ii) the operator has constructive knowl-
5	edge that the child is a child; or
6	(B) the website, online service, online ap-
7	plication, or mobile application is directed to a
8	child.
9	(2) MINORS.—
10	(A) PROHIBITION.—Except as provided in
11	subparagraph (B), it shall be unlawful for an
12	operator of a website, online service, online ap-
13	plication, or mobile application to use, disclose
14	to third parties, or compile personal informa-
15	tion of a minor for purposes of targeted mar-
16	keting if—
17	(i)(I) the minor is a user of the
18	website, online service, online application,
19	or mobile application; and
20	(II) the operator has constructive
21	knowledge that the minor is a minor; or
22	(ii) the website, online service, online
23	application, or mobile application is di-
24	rected to a minor.

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(B) EXCEPTION.—Subparagraph (A) shall
not apply to an operator that has obtained the
verifiable consent of the relevant minor.
(3) Effective date.—This subsection shall
take effect on the date that is 180 days after the
promulgation of regulations under subsection (b).
(b) REGULATIONS.—
(1) IN GENERAL.—Not later than 1 year after
the date of enactment of this Act, the Commission
shall promulgate, under section 553 of title 5,
United States Code, regulations to implement this
section.
(2) UPDATES.—Not less frequently than once
every 4 years after the date on which regulations are
promulgated under paragraph (1), the Commission
shall update those regulations as necessary.
SEC. 7. REMOVAL OF CONTENT.
(a) ACTS PROHIBITED.—It is unlawful for an oper-
ator to make publicly available through a website, online
service, online application, or mobile application content
service, online application, or mobile application content or information that contains or displays personal informa-
or information that contains or displays personal informa-

1	(1) IN GENERAL.—An operator, to the extent
2	technologically feasible, shall—
3	(A) implement mechanisms that permit a
4	user of the website, online service, online appli-
5	cation, or mobile application of the operator to
6	erase or otherwise eliminate content or informa-
7	tion that is—
8	(i) submitted to the website, online
9	service, online application, or mobile appli-
10	cation by that user;
11	(ii) publicly available through the
12	website, online service, online application,
13	or mobile application; and
14	(iii) contains or displays personal in-
15	formation of children or minors; and
16	(B) take appropriate steps to—
17	(i) make users aware of the mecha-
18	nisms described in subparagraph (A); and
19	(ii) provide notice to users that the
20	mechanisms described in subparagraph (A)
21	do not necessarily provide comprehensive
22	removal of the content or information sub-
23	mitted by users.
24	(2) EXCEPTIONS.—Paragraph (1) shall not be
25	construed to require an operator or third party to

1	erase or otherwise eliminate content or information
2	that—

3 (A) any other provision of Federal or State
4 law requires the operator or third party to
5 maintain; or

6 (B) was submitted to the website, online 7 service, online application, or mobile application 8 of the operator by any person other than the 9 user who is attempting to erase or otherwise 10 eliminate the content or information, including 11 content or information submitted by the user 12 that was republished or resubmitted by another 13 person.

14 (c) LIMITATION.—Nothing in this section shall be 15 construed to limit the authority of a law enforcement 16 agency to obtain any content or information from an oper-17 ator as authorized by law or pursuant to an order of a 18 court of competent jurisdiction.

(d) EFFECTIVE DATE.—This section shall take effect
on the date that is 180 days after the date of enactment
of this Act.

22 SEC. 8. PRIVACY DASHBOARD FOR CONNECTED DEVICES 23 FOR CHILDREN AND MINORS.

24 (a) IN GENERAL.—A manufacturer of a connected25 device directed to a child or minor shall prominently dis-

play on the packaging for the connected device a standard-1 ized and easy-to-understand privacy dashboard, detailing 2 3 whether, what, and how personal information of a child 4 or minor is— 5 (1) collected from the connected device; 6 (2) transmitted from the connected device; 7 (3) retained on the connected device: 8 (4) retained by the manufacturer or affiliated 9 person; 10 (5) used by the manufacturer or affiliated per-11 son; and 12 (6) protected. 13 (b) FEATURES.—A privacy dashboard under sub-14 section (a) shall inform a consumer of— 15 (1) the extent to which the connected device 16 meets the highest cybersecurity and data security 17 standards, including if and how to obtain security 18 patches; 19 (2) the extent to which the connected device 20 gives-21 (A) a parent meaningful control over the 22 information of a child of the parent; and 23 (B) a minor meaningful control over the 24 information of the minor;

1	(3) the extent to which the device minimizes the
2	collection, retention, and use of information from a
3	child or minor;
4	(4) the location of privacy policies;
5	(5) the type of personal information the con-
6	nected device may collect;
7	(6) the minimum length of time during which
8	a connected device will received security patches and
9	software updates;
10	(7) whether the connected device can be used
11	without being connected to the internet; and
12	(8) any other information as the Commission
13	considers appropriate.
14	(c) REGULATIONS.—
15	(1) IN GENERAL.—Not later than 1 year after
16	the date of enactment of this Act, the Commission
17	shall promulgate, under section 553 of title 5,
18	United States Code, regulations to implement this
19	section.
20	(2) UPDATES.—Not less frequently than once
21	every 4 years after the date on which regulations are
22	promulgated under paragraph (1), the Commission
23	shall update those regulations as necessary.
(d) EFFECTIVE DATE.—Subsections (a) and (b) shall
 take effect on the date that is 180 days after the promul gation of regulations under subsection (c).

4 SEC. 9. PROHIBITION ON SALE OF CONNECTED DEVICES
5 FOR CHILDREN AND MINORS THAT FAIL TO
6 MEET APPROPRIATE CYBERSECURITY AND
7 DATA SECURITY STANDARDS.

8 (a) PROHIBITION.—Beginning 1 year after the date 9 of enactment of this Act, no person may sell a connected 10 device unless the connected device meets appropriate cy-11 bersecurity and data security standards established by the 12 Commission.

13 (b) Cybersecurity and Data Security Stand-14 ards.—

(1) IN GENERAL.—The Commission shall promulgate, under section 553 of title 5, United States
Code, cybersecurity and data security standards described in subsection (a).

(2) CONSIDERATIONS.—In promulgating cybersecurity and data security standards under paragraph (1), the Commission shall—

(A) create cybersecurity and data security
standards for different subsets of connected devices based on the varying degrees of—

1	(i) cybersecurity and data security
2	risk associated with each subset of con-
3	nected device;
4	(ii) sensitivity of information collected,
5	stored, or transmitted by each subset of
6	connected device; and
7	(iii) functionality of each subset of
8	connected device;
9	(B) consider incorporating, to the extent
10	practicable, existing cybersecurity and data se-
11	curity standards; and
12	(C) ensure that the cybersecurity and data
13	security standards—
14	(i) are consistent with Fair Informa-
15	tion Practice Principles described in sec-
16	tion 4; and
17	(ii) promote data minimization.
18	SEC. 10. RULE FOR TREATMENT OF USERS OF WEBSITES,
19	SERVICES, AND APPLICATIONS DIRECTED TO
20	CHILDREN OR MINORS.
21	For the purposes of this Act, an operator of a
22	website, online service, online application, or mobile appli-
23	cation that is directed to children or minors shall treat
24	each user of that website, online service, online applica-
25	tion, or mobile application as a child or minor, except as

permitted by the Commission pursuant to a regulation
 promulgated under this Act.

3 SEC. 11. STUDY OF MOBILE AND ONLINE APPLICATION 4 OVERSIGHT.

5 Not later than 2 years after the date of enactment of this Act, the Commission shall submit to each com-6 7 mittee of the Senate and each committee of the House 8 of Representatives that has jurisdiction over the Commis-9 sion a report on the processes of platforms that offer mo-10 bile and online applications for ensuring that, of those applications that are directed to children or minors, the ap-11 12 plications operate in accordance with—

(1) this Act, the amendments made by this Act,and rules promulgated under this Act;

(2) rules promulgated by the Commission under
section 5 of the Federal Trade Commission Act (15
U.S.C. 45) relating to unfair or deceptive acts or
practices in marketing; and

19 (3) any other Federal or State law relating to20 the privacy of children or minors.

21 SEC. 12. YOUTH PRIVACY AND MARKETING DIVISION.

(a) ESTABLISHMENT.—There is established within
the Commission a division to be known as the Youth Privacy and Marketing Division.

(b) DIRECTOR.—The Youth Privacy and Marketing
 Division shall be headed by a Director, who shall be ap pointed by the Chairman of the Commission.

4 (c) DUTIES.—The Youth Privacy and Marketing Di5 vision established under subsection (a) shall be responsible
6 for addressing, as it relates to this Act and the amend7 ments made by this Act—

8 (1) the privacy of children and minors; and

9 (2) marketing directed at children and minors. 10 (d) STAFF.—The Director of the Youth Privacy and 11 Marketing Division shall hire adequate staff to carry out 12 the duties under subsection (c), including individuals who 13 are experts in data protection, digital advertising, data 14 analytics, and youth development.

(e) REPORTS.—Not later than 1 year after the date
of enactment of this Act, and each year thereafter, the
Director of the Youth and Privacy Marketing Division
shall submit to the Committee on Commerce, Science, and
Transportation of the Senate and the Committee on Energy and Commerce of the House of Representatives a report that includes—

(1) a description of the work of the Youth Privacy and Marketing Division on emerging concerns
relating to youth privacy and marketing practices;
and

(2) an assessment of how effectively the Com mission has, during the period for which the report
 is submitted, addressed youth privacy and marketing
 practices.

5 SEC. 13. ENFORCEMENT AND APPLICABILITY.

6 (a) Enforcement by the Commission.—

7 (1) IN GENERAL.—Except as otherwise pro8 vided, this Act and the regulations prescribed under
9 this Act shall be enforced by the Commission under
10 the Federal Trade Commission Act (15 U.S.C. 41 et
11 seq.).

(2) UNFAIR OR DECEPTIVE ACTS OR PRACTICES.—Subject to subsection (b), a violation of this
Act or a regulation prescribed under this Act shall
be treated as a violation of a rule defining an unfair
or deceptive act or practice prescribed under section
18(a)(1)(B) of the Federal Trade Commission Act
(15 U.S.C. 57a(a)(1)(B)).

19 (3) ACTIONS BY THE COMMISSION.—

20 (A) IN GENERAL.—Subject to subsection
21 (b), and except as provided in subsection (d)(1),
22 the Commission shall prevent any person from
23 violating this Act or a regulation prescribed
24 under this Act in the same manner, by the
25 same means, and with the same jurisdiction,

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1	powers, and duties as though all applicable
2	terms and provisions of the Federal Trade
3	Commission Act (15 U.S.C. 41 et seq.) were in-
4	corporated into and made a part of this Act,
5	and any person who violates this Act or such
6	regulation shall be subject to the penalties and
7	entitled to the privileges and immunities pro-
8	vided in the Federal Trade Commission Act.
9	(B) VIOLATIONS.—
10	(i) IN GENERAL.—In an action
11	brought by the Commission to enforce this
12	Act and the regulations prescribed under
13	this Act, each connected device that fails to
14	meet a standard promulgated under this
15	Act shall be treated as a separate violation.
16	(ii) CIVIL PENALTY.—Notwith-
17	standing section 5(m) of the Federal Trade
18	Commission Act (15 U.S.C. 45(m)), a civil
19	penalty recovered for a violation of this Act
20	or a regulation prescribed under this Act
21	may be in excess of the amounts provided
22	for in that section as the court finds ap-
23	propriate to deter violations of this Act
24	and regulations prescribed under this Act.

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1	(iii) FIRST VIOLATIONS.—In an action
2	brought by the Commission to enforce this
3	Act and the regulations prescribed under
4	this Act, the Commission may seek a civil
5	penalty for any violation of this Act or reg-
6	ulation prescribed under this Act, including
7	any violation that is the first violation of
8	this Act or a regulation prescribed under
9	this Act that a person against whom the
10	action is brought has committed.
11	(b) Enforcement by Certain Other Agen-
12	CIES.—Notwithstanding subsection (a), compliance with
13	the requirements imposed under this Act shall be enforced
14	as follows:
15	(1) Under section 8 of the Federal Deposit In-
16	surance Act (12 U.S.C. 1818) by the appropriate
17	Federal banking agency, with respect to an insured
18	depository institution (as such terms are defined in
19	section 3 of such Act (12 U.S.C. 1813)).
20	(2) Under the Federal Credit Union Act (12)
21	U.S.C. 1751 et seq.) by the National Credit Union
22	Administration Board, with respect to any Federal
23	credit union.
24	(3) Under part A of subtitle VII of title 49,
25	United States Code, by the Secretary of Transpor-

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1	tation, with respect to any air carrier or foreign air
2	carrier subject to such part.
3	(4) Under the Packers and Stockyards Act,
4	1921 (7 U.S.C. 181 et seq.) (except as provided in
5	section 406 of that Act $(7 \text{ U.S.C. } 226; 227)$) by the
6	Secretary of Agriculture, with respect to any activi-
7	ties subject to that Act.
8	(5) Under the Farm Credit Act of 1971 (12)
9	U.S.C. 2001 et seq.) by the Farm Credit Adminis-
10	tration, with respect to any Federal land bank, Fed-
11	eral land bank association, Federal intermediate
12	credit bank, or production credit association.
12	(a) ENEODODMENTE DY STATE ATTODNEYO CEN
13	(c) Enforcement by State Attorneys Gen-
13 14	ERAL.—
14	ERAL.—
14 15	ERAL.— (1) IN GENERAL.—
14 15 16	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which
14 15 16 17	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to
14 15 16 17 18	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that
14 15 16 17 18 19	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that State has been or is threatened or adversely af-
 14 15 16 17 18 19 20 	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that State has been or is threatened or adversely af- fected by the engagement of any person in a
 14 15 16 17 18 19 20 21 	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that State has been or is threatened or adversely af- fected by the engagement of any person in a practice that violates this Act or a regulation
 14 15 16 17 18 19 20 21 22 	ERAL.— (1) IN GENERAL.— (A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that State has been or is threatened or adversely af- fected by the engagement of any person in a practice that violates this Act or a regulation prescribed under this Act, the State, as parens

1	the United States of environmista inmidiation
1	the United States of appropriate jurisdiction
2	to—
3	(i) enjoin that practice;
4	(ii) enforce compliance with this Act
5	or such regulation;
6	(iii) obtain damages, restitution, or
7	other compensation on behalf of residents
8	of the State; or
9	(iv) obtain such other relief as the
10	court may consider to be appropriate.
11	(B) NOTICE.—
12	(i) IN GENERAL.—Before filing an ac-
13	tion under subparagraph (A), the attorney
14	general of the State involved shall provide
15	to the Commission—
16	(I) written notice of that action;
17	and
18	(II) a copy of the complaint for
19	that action.
20	(ii) EXEMPTION.—
21	(I) IN GENERAL.—Clause (i)
22	shall not apply with respect to the fil-
23	ing of an action by an attorney gen-
24	eral of a State under this paragraph
25	if the attorney general of the State

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1	determines that it is not feasible to
2	provide the notice described in that
3	clause before the filing of the action.
4	(II) NOTIFICATION.—In an ac-
5	tion described in subclause (I), the at-
6	torney general of a State shall provide
7	notice and a copy of the complaint to
8	the Commission at the same time as
9	the attorney general files the action.
10	(2) INTERVENTION.—
11	(A) IN GENERAL.—On receiving notice
12	under paragraph $(1)(B)$, the Commission shall
13	have the right to intervene in the action that is
14	the subject of the notice.
15	(B) EFFECT OF INTERVENTION.—If the
16	Commission intervenes in an action under para-
17	graph (1), it shall have the right—
18	(i) to be heard with respect to any
19	matter that arises in that action; and
20	(ii) to file a petition for appeal.
21	(3) Construction.—For purposes of bringing
22	any civil action under paragraph (1), nothing in this
23	Act shall be construed to prevent an attorney gen-
24	eral of a State from exercising the powers conferred

1	on the attorney general by the laws of that State
2	to—
3	(A) conduct investigations;
4	(B) administer oaths or affirmations; or
5	(C) compel the attendance of witnesses or
6	the production of documentary and other evi-
7	dence.
8	(4) Actions by the commission.—In any
9	case in which an action is instituted by or on behalf
10	of the Commission for violation of this Act or a reg-
11	ulation prescribed under this Act, no State may,
12	during the pendency of that action, institute an ac-
13	tion under paragraph (1) against any defendant
14	named in the complaint in the action instituted by
15	or on behalf of the Commission for that violation.
16	(5) VENUE; SERVICE OF PROCESS.—
17	(A) VENUE.—Any action brought under
18	paragraph (1) may be brought in the district
19	court of the United States that meets applicable
20	requirements relating to venue under section
21	1391 of title 28, United States Code.
22	(B) SERVICE OF PROCESS.—In an action
23	brought under paragraph (1), process may be
24	served in any district in which the defendant—
25	(i) is an inhabitant; or

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1	(ii) may be found.
2	(d) Telecommunications Carriers and Cable
3	Operators.—
4	(1) Enforcement by commission.—Notwith-
5	standing section $5(a)(2)$ of the Federal Trade Com-
6	mission Act (15 U.S.C. $45(a)(2)$), compliance with
7	the requirements imposed under this Act shall be en-
8	forced by the Commission with respect to any tele-
9	communications carrier (as defined in section 3 of
10	the Communications Act of 1934 (47 U.S.C. 153)).
11	(2) Relationship to other laws.—To the
12	extent that section 222, 338(i), or 631 of the Com-
13	munications Act of 1934 (47 U.S.C. 222; 338(i);
14	551) is inconsistent with this Act, this Act controls.
15	(e) SAFE HARBORS.—
16	(1) DEFINITION.—In this subsection—
17	(A) the term "applicable section" means
18	section 5, 6, 7, 8, or 9 of this Act;
19	(B) the term "covered operator" means an
20	operator subject to guidelines approved under
21	paragraph (2);
22	(C) the term "requesting entity" means an
23	entity that submits a safe harbor request to the
24	Commission; and

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1 (D) the term "safe harbor request" means 2 a request to have self-regulatory guidelines de-3 scribed in paragraph (2)(A) approved under 4 that paragraph.

5 (2) GUIDELINES.—

6 (A) IN GENERAL.—An operator may sat-7 isfy the requirements of regulations issued 8 under an applicable section by following a set of 9 self-regulatory guidelines, issued by representa-10 tives of the marketing or online industries, or 11 by other persons, that, after notice and an op-12 portunity for comment, are approved by the 13 Commission upon making a determination that 14 the guidelines meet the requirements of the reg-15 ulations issued under that applicable section.

16 (B) EXPEDITED RESPONSE TO RE-17 QUESTS.—Not later than 180 days after the 18 date on which a safe harbor request is filed 19 under subparagraph (A), the Commission shall 20 act upon the request set forth in writing the 21 conclusions of the Commission with regard to 22 the request.

23 (C) APPEALS.—A requesting entity may
24 appeal the final action of the Commission under
25 subparagraph (B), or a failure by the Commis-

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1	sion to act in the period described in that para-
2	graph, to a district court of the United States
3	of appropriate jurisdiction, as provided for in
4	section 706 of title 5, United States Code.
5	(3) Incentives.—
6	(A) Self-regulatory incentives.—In
7	prescribing regulations under an applicable sec-
8	tion, the Commission shall provide incentives
9	for self-regulation by covered operators to im-
10	plement the protections afforded children and
11	minors, as applicable, under the regulatory re-
12	quirements described in those sections.
13	(B) DEEMED COMPLIANCE.—The incen-
14	tives under subparagraph (A) shall include pro-
15	visions for ensuring that a covered operator will
16	be deemed to be in compliance with the require-
17	ments of the regulations under an applicable
18	section if that person complies with guidelines
19	approved under paragraph (2).
20	(4) Regulations.—In prescribing regulations
21	relating to safe harbor guidelines under an applica-
22	ble section, the Commission shall—
23	(A) establish criteria for the approval of
24	guidelines that will ensure that a covered oper-
25	ator provides substantially the same or greater

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protections for children and minors, as applicable, as those contained in the regulations issued under the applicable section; and

4 (B) require that any report or documenta-5 tion required to be submitted to the Commis-6 sion by a covered operator or requesting entity will be published on the internet website of the 8 Commission, except to the extent that the re-9 port or documentation contains proprietary in-10 formation, which the Commission may in its discretion redact.

12 (5) Report by the inspector general.—

13 (A) IN GENERAL.—Not later than 2 years 14 after the date of enactment of this Act, and 15 once each 2 years thereafter, the Inspector Gen-16 eral of the Commission shall submit to the 17 Commission and each committee of the Senate 18 and each committee of the House of Represent-19 atives that has jurisdiction over the Commission 20 a report regarding the safe harbor provisions 21 under this subparagraph, which shall include— 22 (i) an analysis of whether the safe

harbor provisions are—

24 (I) operating fairly and effec-25 tively; and

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1	(II) effectively protecting the in-
2	terests of children and minors; and
3	(ii) proposals for policy changes that
4	would improve the effectiveness of the safe
5	harbor provisions.
6	(B) PUBLICATION.—Not later than 10
7	days after the date on which a report under
8	subparagraph (A) is submitted, the Commission
9	shall publish the report on the internet website
10	of the Commission.
11	(f) EFFECTIVE DATE.—This section shall take effect
12	on the date that is 90 days after the date of enactment
13	of this Act.