

ONE HUNDRED NINTH LEGISLATURE - FIRST SESSION - 2025
COMMITTEE STATEMENT (CORRECTED)
LB504

Hearing Date: Monday February 03, 2025
Committee On: Banking, Commerce and Insurance
Introducer: Bosn
One Liner: Adopt the Age-Appropriate Online Design Code Act

Roll Call Vote - Final Committee Action:
Advanced to General File with amendment(s)

Vote Results:

Aye:	7	Senators Bostar, Hallstrom, Hardin, Jacobson, Riepe, Wordekemper, von Gillern
Nay:		
Absent:		
Present Not Voting:	1	Senator Dungan

Testimony:

Proponents:

Senator Carolyn Bosn
Philip Boucher
Joe Toscano
Monty Lovelace
Kyle Langvardt
Jill Edmundson
Adam Wilblishouser
Nate Grasz
Marion Miner

Representing:

Opening Presenter
Frontier Pediatric
Self
Nebraska State Patrol
Self
Self
Self
Nebraska Family Alliance
Nebraska Catholic Conference

Opponents:

Kouri Marshall
Amy Bos
Anton van Seventer
Dylan Severino

Representing:

Chamber of Progress
NetChoice
SIIA
ACLU

Neutral:

Representing:

* ADA Accommodation Written Testimony

Summary of purpose and/or changes:

LB 504 would adopt the Age-Appropriate Online Design Code Act (Act), a set of statutes intended to protect online users, but which also provides specific and greater online protections to minors (those under 18 years of age) and children (those under 13 years of age) online. It does this through some of the following measures:



1. Preventing social media algorithms from tracking a child's data;
2. Preventing companies from collecting data to target ads or content towards children;
3. Ensuring parents have control and access over their child's account;
4. Providing parents with tools to monitor and limit their child's online safety;
5. Requiring design features to prevent compulsive use of social media; and
6. Prohibiting targeted advertising to minors to shield them from personalized ads that might manipulate them.

The Act also requires covered online services to annually issue a public report and provides for how that report should be completed.

The Attorney General will enforce the Act and can investigate compliance with the Act. The Attorney General is also given rulemaking authority to enforce the Act.

Each covered online service must designate one or more officers of the company as responsible for the covered online service's compliance with the Act.

A covered online service in violation of the Act may be liable for a civil penalty not to exceed fifty thousand dollars for each violation.

The Act would become operative on January 1, 2026.

Explanation of amendments:

AM 169 amends LB 504 to exclude from the definition of online service a streaming service that provides only licensed media in a continuous flow from the service, website, or application to the end user and does not obtain a license to the media from a user or account holder by agreement to its terms of service.

AM 169 also clarifies and changes a covered online services duty to exercise reasonable care in the creation and implementation of covered design features.

Mike Jacobson, Chairperson

