

One Hundred Ninth Legislature - Second Session - 2026

Introducer's Statement of Intent

LB1118

Chairperson: Senator Mike Jacobson

Committee: Banking, Commerce and Insurance

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB 1118 amends the Nebraska Uniform Deceptive Trade Practices Act to define a new deceptive trade practice for social media platforms that accept paid advertising, but fail to establish programs to verify the identity of their customers, and a process for detecting, investigating, and removing fraudulent advertising.

Principal Introducer: _____

Senator Carolyn Bosn