



NEW YORK STATE SENATOR

Kevin S. Parker

SENATOR PARKER AND THE SENATE MAJORITY BECOMES FIRST IN NATION TO ADVANCE LEGISLATION REGULATING SOCIAL MEDIA ALGORITHMS TO PROTECT CHILDREN

JAUkia MCCONEYHEAD June 12, 2024

| ISSUE: **SOCIAL MEDIA**



Prohibiting How Social Media Companies Can Target Children

Brooklyn, NY- State Senator Kevin Parker and the Senate Democratic Majority have advanced groundbreaking legislation to regulate how social media companies use algorithms on children and utilize their data. The Stop Addictive Feeds Exploitation (SAFE) for Kids Act,

S.7694, sponsored by Senator Andrew Gounardes, will prevent social media companies from showing algorithmic feeds to minors under the age of 18 and will prohibit overnight push notifications for addictive feeds, unless they receive parental consent. Another measure, the Child Data Protection Act, S.7695B, also sponsored by Senator Gounardes, will limit the personal information that media companies can collect and sell from children that is used to create personalized advertisements and to support the curation of addictive algorithmic feeds.

Senator Parker emphasized, "Our Senate Majority is leading the nation in this crucial endeavor, setting a precedent for others to follow. Every child deserves a safe online environment, and this legislation is a significant stride towards achieving that goal." He further highlighted, "By advancing legislation to regulate social media algorithms, we're taking proactive steps to ensure that these platforms prioritize child protection over profit," he said.

Senate Bill S5703B (Prohibits the Use of Social Media Websites for the Purpose of Debt Collection), championed by Senator Kevin Parker, has successfully passed the Senate. This pivotal legislation addresses the intrusive and often distressing practice of using social media platforms for debt collection purposes. By prohibiting such actions, the bill seeks to protect individuals from undue stress and privacy invasion, ensuring that debt collection methods remain respectful and regulated.

For far too long, social media companies have preyed on and profited from our children by using algorithms and data collection to methodically curate content without any oversight or consent. By passing these vital pieces of legislation, the Senate Democratic Majority is helping to place power back in the hands of parents and protecting our youth and their mental health from addictive, exploitative practices.

About State Senator Kevin Parker

Senator Kevin S. Parker is intimately familiar with the needs of his ethnically diverse Brooklyn district comprising sections of Flatbush, East Flatbush, Kensington, Ditmas Park, Midwood, Flatlands, Canarsie, Georgetown, Old Mill Basin, Mill Basin, Marine Park, and Bergen Beach. A lifelong Brooklyn resident, he is the Chairman of the Senate Energy and Telecommunications Committee and sits on the Senate Finance; Rules; Banks; Internet and Technology; Rules; and Budget and Revenue.