
OLR Bill Analysis

SB 344

AN ACT PROTECTING CHILDREN'S SAFETY BY REQUIRING AFFIRMATIVE CONSENT BY A PARENT OR GUARDIAN FOR THE USE OF A CHILD'S LIKENESS ON SOCIAL MEDIA.

SUMMARY

The bill prohibits using a child's name, image, or likeness (NIL) for marketing or advertising on social media or otherwise unless the parent or guardian gives affirmative consent. Under the bill, "affirmative consent" is a written contract (between the parent or guardian and another entity, including individuals, businesses, unions, and other organizations) to allow a child's NIL to be used in photos or video recordings to promote any organization, product, service, or event.

Additionally, the bill prohibits denying or limiting a child's participation in an organization, event, or from using a product or service if the child's parent or guardian does not give affirmative consent.

The bill applies the same restrictions to the governing bodies of public, charter, magnet, and nonpublic schools. For these entities, "affirmative consent" is a written contract between the parent or guardian and the governing body of a public, charter, magnet, or nonpublic school.

EFFECTIVE DATE: October 1, 2026, except that the provisions applying to schools are effective July 1, 2026.

COMMITTEE ACTION

Committee on Children

Joint Favorable

Yea 17 Nay 0 (03/05/2026)