



# Senate

General Assembly

**File No. 50**

February Session, 2026

Senate Bill No. 344

*Senate, March 17, 2026*

The Committee on Children reported through SEN. MAHER, C. of the 26th Dist., Chairperson of the Committee on the part of the Senate, that the bill ought to pass.

***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.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2026*) (a) As used in this section:

2 (1) "Affirmative consent" means a written agreement under which a  
3 parent or guardian of a child allows for the photographing or video  
4 recording of such child for the purpose of using such child's name,  
5 image or likeness in the promotion of any organization, product, service  
6 or event;

7 (2) "Agreement" means a contract between the parent or guardian of  
8 a child and another person;

9 (3) "Person" means an individual, a business, corporation, limited  
10 liability company, union, association, firm, partnership, committee, club  
11 or other organization or group of persons; and

12 (4) "Social media" means an electronic medium where users may  
13 create and view user-generated content, such as uploaded or  
14 downloaded videos or still photographs, blogs, video blogs, podcasts or  
15 instant messages.

16 (b) No person shall use a child's name, image or likeness for purposes  
17 of marketing or advertising on social media or otherwise unless the  
18 parent or guardian of such child provides affirmative consent.

19 (c) No person shall deny or limit a child from participating in an  
20 organization or event or from using a product or service if the parent or  
21 guardian of such child does not provide affirmative consent.

22 Sec. 2. (NEW) (*Effective July 1, 2026*) (a) As used in this section:

23 (1) "Affirmative consent" means a written agreement under which a  
24 parent or guardian of a child allows for the photographing or video  
25 recording of such child for the purpose of using such child's name,  
26 image or likeness in the promotion of any organization, product, service  
27 or event;

28 (2) "Agreement" means a contract between the parent or guardian of  
29 a child and a local or regional board of education, interdistrict magnet  
30 school operator, governing council of a charter school or supervisory  
31 agent of a nonpublic school; and

32 (3) "Social media" means an electronic medium where users may  
33 create and view user-generated content, such as uploaded or  
34 downloaded videos or still photographs, blogs, video blogs, podcasts or  
35 instant messages.

36 (b) No local or regional board of education, interdistrict magnet  
37 school operator, governing council of a charter school or supervisory  
38 agent of a nonpublic school shall use a child's name, image or likeness  
39 for purposes of marketing or advertising on social media or otherwise  
40 unless the parent or guardian of such child provides affirmative  
41 consent.

42 (c) No local or regional board of education, interdistrict magnet  
43 school operator, governing council of a charter school or supervisory  
44 agent of a nonpublic school shall deny or limit a child from any school  
45 activities, services or events because the parent or guardian of such child  
46 does not provide affirmative consent.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2026</i>	New section
Sec. 2	<i>July 1, 2026</i>	New section

**KID**      *Joint Favorable*

*The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.*

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**OFA Fiscal Note****State Impact:** None**Municipal Impact:** None**Explanation**

The bill requires a parent or guardian to provide written consent to use a child's name, image, or likeness for marketing or on social media, which does not result in a fiscal impact. It is anticipated that schools and other entities can meet the requirement to obtain consent through existing resources.

**The Out Years****State Impact:** None**Municipal Impact:** None

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**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)