

## OFFICE OF FISCAL ANALYSIS

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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.

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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