



General Assembly

February Session, 2026

Raised Bill No. 344

LCO No. 2005



Referred to Committee on COMMITTEE ON CHILDREN

Introduced by:
(KID)

***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

Statement of Purpose:

To prohibit the use of a child's likeness for purposes of marketing or advertising on social media without the affirmative consent of a parent or guardian.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]