

BY: Finance Committee

AMENDMENTS TO SENATE BILL 374
(First Reading File Bill)

AMENDMENT NO. 1

On page 1, in line 2, strike “Consumer Protection” and substitute “Office of the Attorney General”; in the same line, before “Children’s” insert “Workgroup on”; strike beginning with “prohibiting” in line 3 down through “terms” in line 12 and substitute “requiring the Office of the Attorney General to convene and direct a workgroup to examine certain issues relating to the protection of children’s online privacy; requiring the workgroup to include certain representatives; requiring the Office of the Attorney General to report the findings and any recommendations of the workgroup to certain committees of the General Assembly on or before a certain date”; and strike in their entirety lines 14 through 19, inclusive.

AMENDMENT NO. 2

On page 1, in line 21, strike “the Laws of Maryland read as follows”.

On pages 1 through 4, strike in their entirety the lines beginning with line 22 on page 1 through line 3 on page 4, inclusive, and substitute:

“(a) The Office of the Attorney General shall convene and direct a workgroup to examine issues relating to the protection of children’s privacy while using the Internet and mobile applications (“children’s online privacy”), including:

(1) the nature and extent of data collected about children through Internet-based and mobile application-based advertising (“online advertising”);

(2) current and forthcoming federal and state regulation of children’s online privacy and online advertising and associated data collection;

(Over)

(3) the effects on children of online behavioral advertising, native advertising, social advertising, and other forms of online advertising;

(4) best practices used by the Internet industry and the mobile application industry to protect children's online privacy;

(5) best practices urged by consumer advocates, children's health advocates, and regulators to protect children's online privacy; and

(6) the effectiveness of voluntary standards as they relate to children's online privacy.

(b) (1) The workgroup required under subsection (a) of this section shall include representatives of State government, industry leaders, members of the academic community studying children's online privacy and the effects of online advertising on children, consumer advocates, and children's health advocates.

(2) The Office of the Attorney General shall invite representatives of relevant federal agencies to participate in the workgroup.

(c) On or before December 31, 2013, the Office of the Attorney General shall report to the Senate Finance Committee and House Economic Matters Committee, in accordance with § 2-1246 of the State Government Article, on the findings of the workgroup and any resulting recommendations.”.

On page 4, in line 5, strike “October” and substitute “June”.