



NEW YORK STATE SENATE DEMOCRATIC MAJORITY

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Contact: Jonathan Heppner | heppner@nysenate.gov | 518-455-2415

Senate Majority Becomes First in Nation to Advance Legislation Regulating Social Media Algorithms to Protect Children

Prohibiting How Social Media Companies Can Target Children

(Albany, N.Y.) Today, the Senate Democratic Majority has advanced groundbreaking legislation to regulate how social media companies use algorithms on children and utilize their data. The Stop Addictive Feeds Exploitation (SAFE) for Kids Act, S.7694, sponsored by Senator Andrew Gounardes, will prevent social media companies from showing algorithmic feeds to minors under the age of 18 and will prohibit overnight push notifications for addictive feeds, unless they receive parental consent. Another measure, the Child Data Protection Act, S.7695B, also sponsored by Senator Gounardes, will limit the personal information that media companies can collect and sell from children that is used to create personalized advertisements and to support the curation of addictive algorithmic feeds.

Senate Majority Leader Andrea Stewart-Cousins, said, “As we navigate the threats social media poses to our youth in today’s ever-evolving technological landscape, I’m proud that, under my leadership, the Senate Majority created the Senate’s Internet and Technology Committee to focus on these issues. I applaud Senator Gounardes for his diligent work in authoring these bills and collaborating with stakeholders and colleagues to reach an agreement that best supports our youth in achieving healthier social media usage. Together, we will continue to take all necessary actions to protect the mental well-being of our children.”

Bill Sponsor, Senator Andrew Gounardes, said, “Today, the New York State Senate took the simple yet deeply significant step of prioritizing the well-being of our kids over Big Tech’s profits, and it’s a huge deal for the entire county. This would not have been possible without the extraordinary collaboration of Majority Leader Andrea Stewart-Cousins, Governor Kathy Hochul, and Attorney General Letitia James. And as the father of two young children, I am particularly grateful to the young people, parents, educators, and organizations across the state who fought back against the industry’s lobbying and lies. A safer digital world is possible and we refuse to accept the cynicism that says otherwise.”

For far too long, social media companies have preyed on and profited from our children by using algorithms and data collection to methodically curate content without any oversight or consent. By passing these vital pieces of legislation, the Senate Democratic Majority is helping to place power back in the hands of parents and protecting our youth and their mental health from addictive, exploitative practices.

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