

House Engrossed

digital advertising; content; children; penalty

State of Arizona
House of Representatives
Fifty-seventh Legislature
First Regular Session
2025

HOUSE BILL 2195

AN ACT

AMENDING TITLE 44, CHAPTER 10, ARTICLE 5, ARIZONA REVISED STATUTES, BY
ADDING SECTION 44-1483; RELATING TO ADVERTISING.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Title 44, chapter 10, article 5, Arizona Revised
3 Statutes, is amended by adding section 44-1483, to read:

4 44-1483. Digital advertising directed toward children;
5 content restrictions; civil penalty; enforcement;
6 definitions

7 A. A CHILD-DIRECTED APPLICATION SHALL TAKE APPROPRIATE MEASURES TO
8 PREVENT THE DISPLAY OF INAPPROPRIATE AND MATURE ADVERTISEMENTS ON THE
9 CHILD-DIRECTED APPLICATION. IN DETERMINING WHETHER AN APPLICATION IS A
10 CHILD-DIRECTED APPLICATION, ALL OF THE FOLLOWING SHALL BE CONSIDERED:

11 1. THE SUBJECT MATTER.

12 2. THE VISUAL CONTENT.

13 3. THE USE OF ANIMATED CHARACTERS OR CHILD-ORIENTED ACTIVITIES.

14 4. THE AGE OF THE MODELS AND THE PRESENCE OF CHILD CELEBRITIES OR
15 CELEBRITIES WHO APPEAL TO CHILDREN.

16 5. ANY INCENTIVE.

17 6. ANY MUSIC OR OTHER AUDIO CONTENT.

18 B. A CHILD-DIRECTED APPLICATION THAT DOES NOT COMPLY WITH THIS
19 SECTION IS SUBJECT TO A CIVIL PENALTY OF UP TO \$100,000 PER VIOLATION.

20 C. THE ATTORNEY GENERAL SHALL ENFORCE THIS SECTION.

21 D. FOR THE PURPOSES OF THIS SECTION:

22 1. "APPLICATION PLATFORM" MEANS A DIGITAL DISTRIBUTION SERVICE THAT
23 OFFERS FOR DOWNLOAD AN APPLICATION.

24 2. "CHILD-DIRECTED APPLICATION" MEANS AN APPLICATION THAT IS
25 PRIMARILY INTENDED FOR USE OR DOWNLOAD BY AN INDIVIDUAL WHO IS ELEVEN
26 YEARS OF AGE OR YOUNGER.

27 3. "INAPPROPRIATE AND MATURE ADVERTISEMENT" MEANS AN ADVERTISEMENT
28 THAT SELLS OR PROMOTES ANY OF THE FOLLOWING:

29 (a) VIOLENCE.

30 (b) EXPLICIT LANGUAGE.

31 (c) SEXUAL CONTENT.

32 (d) ALCOHOL OR DRUG USE.

33 Sec. 2. Effective date

34 Section 44-1483, Arizona Revised Statutes, as added by this act, is
35 effective from and after December 31, 2026.