

REFERENCE TITLE: digital advertising; content; children; penalty

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

HB 2195

Introduced by
Representative Willoughby

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. AN APPLICATION PLATFORM MAY NOT DISPLAY INAPPROPRIATE AND MATURE
8 ADVERTISEMENTS ON A CHILD-DIRECTED APPLICATION.

9 B. AN ADVERTISEMENT THAT IS PLACED ON A CHILD-DIRECTED APPLICATION
10 MUST BE SUITABLE FOR INDIVIDUALS WHO ARE TWELVE YEARS OF AGE OR YOUNGER.

11 C. AN APPLICATION PLATFORM SHALL IMPLEMENT MONITORING SYSTEMS TO
12 ENSURE COMPLIANCE WITH THIS SECTION.

13 D. AN APPLICATION PLATFORM THAT DOES NOT COMPLY WITH THIS SECTION
14 IS SUBJECT TO A CIVIL PENALTY OF UP TO \$10,000 PER VIOLATION.

15 E. THE ATTORNEY GENERAL SHALL ENFORCE THIS SECTION.

16 F. FOR THE PURPOSES OF THIS SECTION:

17 1. "APPLICATION PLATFORM" MEANS A DIGITAL DISTRIBUTION SERVICE THAT
18 OFFERS FOR DOWNLOAD AN APPLICATION.

19 2. "CHILD-DIRECTED APPLICATION" MEANS AN APPLICATION PLATFORM THAT
20 IS PRIMARILY INTENDED FOR USE OR DOWNLOAD BY AN INDIVIDUAL WHO IS TWELVE
21 YEARS OF AGE OR YOUNGER.

22 3. "INAPPROPRIATE AND MATURE ADVERTISEMENT":

23 (a) MEANS AN ADVERTISEMENT THAT INCLUDES CONTENT THAT IS UNSUITABLE
24 FOR AN INDIVIDUAL WHO IS TWELVE YEARS OF AGE OR YOUNGER.

25 (b) INCLUDES ANY OF THE FOLLOWING:

26 (i) VIOLENCE.

27 (ii) EXPLICIT LANGUAGE.

28 (iii) SEXUAL CONTENT.

29 (iv) ALCOHOL OR DRUG USE.

30 Sec. 2. Effective date

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