

HB 3185 -- SOCIAL MEDIA USER RIGHTS AND DELETION ACT

SPONSOR: Steinmetz

This bill establishes the "Social Media User Rights and Deletion Act", requiring social media platforms that generate over \$1 million in annual gross revenue to provide a clear and easily accessible button labeled "Delete Account".

The button will allow users to permanently remove their account and all associated personal information, defined as data that can be linked to a specific user.

This bill specifies that the deletion process must be straightforward and platforms cannot use "dark patterns", as defined in the bill, which are deceptive design tactics that trick users, or other misleading practices to prevent or delay account deletion.

If a platform requires verification for deletion, it must be completed through simple and cost-effective methods like two-factor authentication or text messages, and logging into an account after a deletion request will not cancel it.

Violations of this Act will be treated as unlawful merchandising practices, subject to existing penalties and enforcement by the Attorney General.