

**For Immediate Release**

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**UTAH DEPARTMENT  
OF COMMERCE**  
Division of Consumer Protection

**RULE FOR SOCIAL MEDIA REGULATION ACT PUBLISHED:  
UTAH DIVISION OF CONSUMER PROTECTION SETS HEARING DATE AND PUBLIC COMMENT PERIOD**

SALT LAKE CITY—The Utah Office of Administrative Rules has published the Utah Social Media Regulation Act (SMRA) rule, crafted and submitted by the Department of Commerce's Division of Consumer Protection (Division). The Division has opened a public comment period until February 5, 2024, and will hold a public hearing on November 1, 2023, to receive feedback on the rules.

According to SMRA, a social media company must verify if a user is a minor and then require the minor user to obtain parental consent before they may open or maintain an account. Over the last several months, the Division researched age verification and parental consent methodologies and reviewed stakeholder input to inform the rulemaking process.

The Division has determined that existing technologies can verify accurately whether a user is a minor. Social media companies may utilize these technologies, examples of which are listed in the rules, enabling them to offer users multiple secure and private options while balancing cost, accuracy, and the level of friction for obtaining an account.

The Division has modeled its parental consent rule on the [Federal Trade Commission \(FTC\)](#) standard under the [Children's Online Privacy Protection Act \(COPPA\)](#), which outlines what operators of websites and online services must do to protect children's data, privacy, and safety online. In addition to the FTC standard, the SMRA rules will require parents to attest that they are authorized to give their consent for the minor user.

Utah Governor Spencer Cox stated, "The health and well-being of our kids is at stake, and we take that seriously. We are eager for the Social Media Regulation Act to take effect. These rules ensure that social media companies prioritize the safety and privacy of Utah's youth while allowing them the flexibility to select methods that best meet their needs."

"Low-cost technologies already exist for these companies to verify the ages of their users while also protecting their privacy. As such, this rule puts the onus on the social media companies to accurately age verify and obtain parental consent. Furthermore, the Division has the flexibility to refine the rules as technology advances," said Utah Department of Commerce Executive Director Margaret Woolley Busse.

After considering public comments, the SMRA rule will go into effect, and social media companies have until March 1, 2024, to comply. The Division may assess fines of up to \$2,500 per violation if a company fails to comply.

The public may submit comments on the rule and share experiences with minors on social media platforms at [socialmedia.utah.gov](https://socialmedia.utah.gov) until February 5, 2024. The public hearing will be held at the Senate Building at the Capitol in room 220 on November 1, from 9:00 am to 11:00 am.

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**About the Division of Consumer Protection:** The [Division of Consumer Protection](#) is one of nine [Utah Department of Commerce](#) agencies. The mission of the Division of Consumer Protection is to strengthen trust in Utah's commercial activities by protecting consumers through education and impartial enforcement. The Division administers more than 25 Utah state laws designed to protect consumers. More information can be found at <https://dcp.utah.gov/>.