

Cruz 1 (Modified)

7/2/8

AMENDMENT NO. \_\_\_\_\_ Calendar No. \_\_\_\_\_

Purpose: To add an exclusion to the definition of individual-specific advertising to children or teens.

IN THE SENATE OF THE UNITED STATES—119th Cong., 1st Sess.

**S. 836**

To amend the Children's Online Privacy Protection Act of 1998 to strengthen protections relating to the online collection, use, and disclosure of personal information of children and teens, and for other purposes.

Referred to the Committee on \_\_\_\_\_ and  
ordered to be printed

Ordered to lie on the table and to be printed

AMENDMENT intended to be proposed by Mr. CRUZ

Viz:

1 On page 14, strike line 4 and all that follows through  
2 line 9, and insert the following:

3 "(iii) processing personal information  
4 solely for measuring or reporting adver-  
5 tising or content performance, reach, or  
6 frequency, including independent measure-  
7 ment; or

8 "(iv) advertising or marketing di-  
9 rected to a connected device used by both  
10 adult and child or teen members of a  
11 household where such advertising or mar-

- 1 keting is directed to the profile of the adult
- 2 user.