

THE FLORIDA SENATE
2021 SUMMARY OF LEGISLATION PASSED
Committee on Ethics and Elections

SB 82 — Sponsorship Identification Disclaimers

by Senators Baxley and Hutson

The bill creates a comprehensive sponsorship disclaimer policy for most text message political advertisements, independent expenditures, and electioneering communications. Text messages must carry a sponsorship disclaimer, or a URL address or hyperlink to a website containing the disclaimer.

The bill specifically exempts texts sent by individuals not being paid and without the assistance of mass distribution, or that require the recipient to sign-up or opt-in to receive it.

The bill requires those individuals and groups subject to texting disclaimer requirements to register and maintain an in-state registered agent for legal process.

The bill condenses and reorganizes all text message and telephone disclaimer requirements into one easily identifiable statutory section.

If approved by the Governor, these provisions take effect October 1, 2021.

Vote: Senate 40-0; House 111-3