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LEGISLATIVE ACTION

Senate

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House

The Committee on Commerce and Tourism (Garcia) recommended the following:

Senate Amendment (with title amendment)

Delete everything after the enacting clause
and insert:

Section 1. Section 501.1741, Florida Statutes, is created
to read:

501.1741 Online Media Transparency Act.—

(1) SHORT TITLE.—This section may be cited as the “Online
Media Transparency Act.”

(2) DEFINITIONS.—As used in this section, the term:



652430

11 (a) "Content creator" means any individual, group, or
12 entity that produces or disseminates digital media through
13 social media platforms, blogs, video-sharing services, podcasts,
14 or other Internet-based communication channels for the purpose
15 of influencing public opinion or consumer behavior.

16 (b) "Foreign country" means a country other than the United
17 States or any territory of the United States, including Guam,
18 American Samoa, the Virgin Islands, and the Commonwealth of
19 Puerto Rico.

20 (c) "Foreign principal" means any foreign government or
21 foreign political party, or any person or entity that is
22 established under the laws of a foreign country or has its
23 principal place of business there.

24 (d) "Material connection" means any financial, employment,
25 personal, or family relationship with a person or an entity
26 pursuant to the disclosure rules, regulations, and guidance of
27 the Federal Trade Commission.

28 (e) "Sponsorship" means any payment, gift, service, or
29 other thing of value provided to a content creator in exchange
30 for the promotion, endorsement, or favorable presentation of a
31 product, service, organization, or idea.

32 (3) DISCLOSURE OF MATERIAL CONNECTION.-

33 (a) Any content creator within this state that is required
34 to disclose a material connection to a person or an entity,
35 pursuant to the most recent rule, regulation, or guidance from
36 the Federal Trade Commission, shall clearly and conspicuously
37 disclose such material connection within any social media
38 content disseminated in this state.

39 (b) The disclosure must:



652430

40 1. Identify any sponsorship and indicate that the content
41 has been sponsored or materially supported.

42 2. Use simple and clear language.

43 3. Be in the same language as the promoted content.

44 4. Use platform-specific standards so that the disclosure
45 is communicated on all devices and formats.

46 (c) Failure to disclose a material connection as required
47 under this subsection constitutes an unfair or deceptive act or
48 practice under part II of this chapter.

49 (4) FOREIGN COUNTRY SPONSORSHIP DISCLOSURE.—Any content
50 creator that has a material connection to a foreign principal of
51 a foreign country must file a full and public disclosure of
52 sponsorship with the Department Legal Affairs for any fiscal
53 year such creator receives such sponsorship. Such disclosure
54 must include all of the following information:

55 (a) The foreign principal's name.

56 (b) A detailed statement describing the nature of the
57 content creator's business.

58 (c) The total amount of such payments the content creator
59 has received from all sponsorships from a foreign principal.

60 (d) A detailed statement of the payments made by the
61 foreign principal during the previous fiscal year in connection
62 with actions taken by the content creator as an agent of, on
63 behalf of, or in furtherance of the goals of a foreign country.
64 The statement must identify the amount of each payment.

65 (5) DUTIES AND LIABILITIES OF INTERACTIVE COMPUTER SERVICE
66 PROVIDERS.—A provider of an interactive computer service, as
67 defined in 47 U.S.C. s. 230(f)(2), shall develop and implement a
68 system for tracking, flagging, and investigating illegal



652430

69 activity and removing illegal content occurring on its
70 interactive computer service. However, a provider of an
71 interactive computer service is not liable for content generated
72 by a person in violation of this act.

73 (6) RULEMAKING.—The Department of Legal Affairs may adopt
74 rules necessary to implement this section.

75 Section 2. This act shall take effect July 1, 2026.

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77 ===== T I T L E A M E N D M E N T =====

78 And the title is amended as follows:

79 Delete everything before the enacting clause

80 and insert:

81 A bill to be entitled
82 An act relating to online media transparency; creating
83 s. 501.1741, F.S.; providing a short title; defining
84 terms; requiring certain content creators to clearly
85 and conspicuously disclose any sponsorship within any
86 related media content; specifying requirements for the
87 disclosure; providing that failure to disclose a
88 sponsorship constitutes an unfair or deceptive act or
89 practice; requiring a content creator that receives
90 sponsorship from a foreign principal of a foreign
91 country to file a certain disclosure with the
92 Department of Legal Affairs; specifying requirements
93 for such disclosure; requiring providers of an
94 interactive computer service to track, flag, and
95 investigate illegal activity and remove illegal
96 content; providing that providers of interactive
97 computer services are not liable for certain content;



652430

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authorizing the Department of Legal Affairs to adopt
rules; providing an effective date.