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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-SECOND SESSION

H. F. No. 2891

01/31/2022 Authored by Munson, Bahr, Drazkowski, Franson and Lucero
The bill was read for the first time and referred to the Committee on State Government Finance and Elections

- 1.1 A bill for an act
- 1.2 relating to state government; prohibiting government entities from sending
- 1.3 unsolicited communications to minors; prohibiting government entities from
- 1.4 creating mass communications targeting minors; proposing coding for new law in
- 1.5 Minnesota Statutes, chapter 15.
- 1.6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
- 1.7 Section 1. [15.187] COMMUNICATIONS TO MINORS.
- 1.8 Subdivision 1. Unsolicited direct communications to minors prohibited. (a) A
- 1.9 department, agency, or official of the state must not send an unsolicited direct communication
- 1.10 to a minor.
- 1.11 (b) For purposes of this section, "direct communication" means a print or electronic
- 1.12 message sent to a specific individual. A direct communication may be made by mail, e-mail,
- 1.13 telephone call, text message, direct message on a website or internet application, or any
- 1.14 similar means.
- 1.15 Subd. 2. Mass communications targeting minors prohibited. (a) A department, agency,
- 1.16 or official of the state must not send, create, or disseminate a mass communication that
- 1.17 intentionally targets minors.
- 1.18 (b) For purposes of this section, "mass communication" means information disseminated
- 1.19 through mass media or communicated directly to individuals included on lists of multiple
- 1.20 e-mail addresses, telephone numbers, or mailing addresses. A mass communication includes
- 1.21 but is not limited to, information disseminated through:
- 1.22 (1) a billboard, sign, notice, poster, display, or similar item intended to be viewed by
- 1.23 the public;

- 2.1 (2) a television, radio, or other broadcast media;
- 2.2 (3) a newspaper, magazine, or other printed media;
- 2.3 (4) a website or internet application, including social media; or
- 2.4 (5) a bulk communication to multiple individual recipients sent via direct message on a
- 2.5 website or internet application, e-mail, telephone call, text message, or other similar means.
- 2.6 (c) At least annually, a department, agency, or official of the state must remove from
- 2.7 any bulk communication list it maintains the name, mailing address, telephone number,
- 2.8 e-mail address, or other contact information of any individual that the department, agency,
- 2.9 or official knows is a minor.