

**2SSB 5062** - H AMD TO CRJ COMM AMD (H-1373.1/21) **710**

By Representative Chambers

1 On page 7, beginning on line 18 of the striking amendment, after  
2 "across" strike all material through "branded" on line 19 and insert  
3 "nonaffiliated"

4  
5 On page 7, at the beginning of line 22 of the striking amendment,  
6 strike "commonly branded"

7

8

EFFECT: Modifies the definition of "targeted advertising" to mean displaying advertisements selected on the basis of a consumer's activities across nonaffiliated websites or online applications, rather than across one or more distinctly branded websites or online applications. Specifies that targeted advertising does not include advertising based on activities within a controller's own websites or online applications, rather than a controller's own commonly branded websites or online applications.

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