

SENATE BILL 244

G1

8lr0658

By: **Senators Robinson and Salling**

Introduced and read first time: January 19, 2018

Assigned to: Education, Health, and Environmental Affairs

A BILL ENTITLED

1 AN ACT concerning

2 **Campaign Material – Social Media – Consent for Use of Image**

3 FOR the purpose of prohibiting a campaign finance entity from disseminating campaign
4 material that includes the image of an individual through social media unless the
5 campaign finance entity has obtained the written consent of the individual for the
6 use of the individual's image for that purpose; defining a certain term; and generally
7 relating to the use of an individual's image in campaign material disseminated
8 through social media.

9 BY adding to

10 Article – Election Law

11 Section 13–405

12 Annotated Code of Maryland

13 (2017 Replacement Volume and 2017 Supplement)

14 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,

15 That the Laws of Maryland read as follows:

16 **Article – Election Law**

17 **13–405.**

18 **(A) IN THIS SECTION, “SOCIAL MEDIA” MEANS A WEBSITE OR AN**
19 **APPLICATION THAT ENABLES A USER TO CREATE AND SHARE CONTENT OR TO**
20 **PARTICIPATE IN SOCIAL NETWORKING.**

21 **(B) A CAMPAIGN FINANCE ENTITY MAY NOT DISSEMINATE CAMPAIGN**
22 **MATERIAL THAT INCLUDES AN IMAGE OF AN INDIVIDUAL THROUGH SOCIAL MEDIA**
23 **UNLESS THE CAMPAIGN FINANCE ENTITY HAS OBTAINED THE WRITTEN CONSENT OF**
24 **THE INDIVIDUAL FOR THE USE OF THE INDIVIDUAL’S IMAGE FOR THAT PURPOSE.**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
2 October 1, 2018.