

119TH CONGRESS
1ST SESSION

H. R. 6253

To require online platforms to disclose policies and provide options relating to personalized recommendations systems to minors, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

NOVEMBER 21, 2025

Mrs. CAMMACK introduced the following bill; which was referred to the
Committee on Energy and Commerce

A BILL

To require online platforms to disclose policies and provide options relating to personalized recommendations systems to minors, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Algorithmic Trans-
5 parency and Choice Act”.

6 **SEC. 2. NOTICE AND ALGORITHM PREFERENCE REQUIRE-**
7 **MENTS FOR COVERED ONLINE PLATFORMS**
8 **TO PROVIDE TO MINORS.**

9 (a) REQUIREMENTS.—Beginning on the date that is
10 1 year after the date of the enactment of this Act, the

1 provider of a covered online platform shall do the fol-
2 lowing:

3 (1) Provide covered users of the platform with
4 the following:

5 (A) A notice that the platform uses a per-
6 sonalized recommendation system to select the
7 content the covered user sees, presented in a
8 clear and conspicuous manner on the platform
9 whenever the covered user interacts with a per-
10 sonalized recommendation system for the first
11 time.

12 (B) A notice, included in the terms and
13 conditions of the platform, in a clear, accessible,
14 and easily comprehensible manner that is up-
15 dated whenever the platform makes a material
16 change, that includes the following:

17 (i) A description of any feature, input,
18 and parameter essential to the operation of
19 the personalized recommendation system.

20 (ii) How any user-specific data used
21 by the personalized recommendation sys-
22 tem is collected or inferred about a covered
23 user of the platform and each category of
24 such data.

1 (iii) Any option that the platform
2 makes available for a covered user of the
3 platform to opt out or exercise an option
4 under subparagraph (C) or (D), modify the
5 profile of the covered user, or to influence
6 any feature, input, or parameter used by
7 the personalized recommendation system.

8 (iv) Any quantity (such as time spent
9 using a product or specific measure of en-
10 gagement or social interaction) that the
11 personalized recommendation system is de-
12 signed to optimize, as well as a general de-
13 scription of the relative importance of each
14 quantity for such ranking.

15 (C) An option to easily switch between the
16 personalized recommendation system and an
17 input-transparent algorithm in their use of the
18 platform.

19 (D) An option to limit the type or category
20 of recommendations from a personalized rec-
21 ommendation system.

22 (2) Provide an input-transparent algorithm as
23 the default setting for a covered user of the plat-
24 form.

1 (b) ENFORCEMENT BY FEDERAL TRADE COMMIS-
2 SION.—

3 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
4 TICES.—A violation of this section shall be treated
5 as a violation of a rule defining an unfair or decep-
6 tive act or practice prescribed under section
7 18(a)(1)(B) of the Federal Trade Commission Act
8 (15 U.S.C. 57a(a)(1)(B)).

9 (2) POWERS OF COMMISSION.—

10 (A) IN GENERAL.—The Federal Trade
11 Commission shall enforce this section in the
12 same manner, by the same means, and with the
13 same jurisdiction, powers, and duties as though
14 all applicable terms and provisions of the Fed-
15 eral Trade Commission Act (15 U.S.C. 41 et
16 seq.) were incorporated into and made a part of
17 this section.

18 (B) PRIVILEGES AND IMMUNITIES.—Any
19 person who violates this section shall be subject
20 to the penalties and entitled to the privileges
21 and immunities provided in the Federal Trade
22 Commission Act (15 U.S.C. 41 et seq.).

23 (C) AUTHORITY PRESERVED.—Nothing in
24 this section shall be construed to limit the au-

1 thority of the Commission under any other pro-
2 vision of law.

3 (c) RULES OF CONSTRUCTION.—

4 (1) DISCLOSURE OF PROPRIETARY AND PRIVI-
5 LEGED INFORMATION PROHIBITED.—Nothing in this
6 section may be construed to require a covered online
7 platform to disclose any information, including data
8 or any personalized recommendation system—

9 (A) relating to a trade secret or other pro-
10 tected intellectual property;

11 (B) that is confidential business informa-
12 tion; or

13 (C) that is privileged.

14 (2) RULE OF CONSTRUCTION.—Nothing in this
15 section may be construed to limit or prohibit the
16 ability of a covered online platform to, at the direc-
17 tion of a covered user or group of covered users, re-
18 strict another covered user from searching for, find-
19 ing, accessing, or interacting with the account, con-
20 tent, data, or online community of such covered user
21 or group.

22 (d) DEFINITIONS.—In this section:

23 (1) APPROXIMATE GEOLOCATION INFORMA-
24 TION.—The term “approximate geolocation informa-
25 tion” means information that identifies the location

1 of an individual, but with a precision of less than 5
2 miles.

3 (2) COMMISSION.—The term “Commission”
4 means the Federal Trade Commission.

5 (3) CONNECTED DEVICE.—The term “con-
6 nected device” means an electronic device that—

7 (A) is capable of connecting to the inter-
8 net, either directly or indirectly through a net-
9 work, to communicate information at the direc-
10 tion of an individual;

11 (B) has computer processing capabilities
12 for collecting, sending, receiving, or analyzing
13 data; and

14 (C) is primarily designed for or marketed
15 to consumers.

16 (4) COVERED ONLINE PLATFORM.—The term
17 “covered online platform” means an online platform
18 that uses a personalized recommendation system.

19 (5) COVERED USER.—The term “covered user”
20 means, with respect to an online platform, a minor
21 who registers an account or creates a profile on the
22 covered platform.

23 (6) FULLY AUTOMATED SYSTEM.—The term
24 “fully automated system” means an operation or set
25 of operations performed on data with minimal or no

1 direction, instruction, prompting, oversight, involve-
2 ment, or intervention by a natural person.

3 (7) INPUT-TRANSPARENT ALGORITHM.—

4 (A) IN GENERAL.—The term “input-trans-
5 parent algorithm” means a fully automated sys-
6 tem that does not use the user-specific data of
7 a covered user to determine the selection, order,
8 relative prioritization, or relative prominence of
9 information that is furnished to such covered
10 user on an online platform, unless the user-spe-
11 cific data is expressly provided to the platform
12 by the covered user for such purpose.

13 (B) DATA EXPRESSLY PROVIDED TO THE
14 PLATFORM.—For purposes of subparagraph
15 (A), user-specific data that is provided by a cov-
16 ered user for the express purpose of deter-
17 mining the selection, order, relative
18 prioritization, or relative prominence of infor-
19 mation that is furnished to such user on an on-
20 line platform—

21 (i) includes any search term, filter,
22 and speech pattern supplied by the covered
23 user (if provided for the purpose of ena-
24 bling the platform to accept spoken input
25 or selecting the language in which the cov-

1 ered user interacts with the platform),
2 saved preference, the resumption of a pre-
3 vious search, and the current precise
4 geolocation information that is supplied by
5 the covered user;

6 (ii) includes the current approximate
7 geolocation information of the covered
8 user;

9 (iii) includes data affirmatively sub-
10 mitted to the platform by the covered user
11 that expresses the clear desire of the cov-
12 ered user to receive particular information;

13 (iv) does not include the history of the
14 connected device of the covered user, in-
15 cluding the history of web searches and
16 browsing, previous geographical locations,
17 physical activity, device interaction, and fi-
18 nancial transactions of the covered user;
19 and

20 (v) does not include inferences about
21 the covered user or the connected device of
22 the covered user, without regard to wheth-
23 er such inferences are based on data de-
24 scribed in clauses (i) or (iii).

1 (8) MINOR.—The term “minor” means an indi-
2 vidual under the age of 18.

3 (9) ONLINE PLATFORM.—The term “online
4 platform”—

5 (A) means a public-facing website, internet
6 application, or mobile internet application, in-
7 cluding a social network, or video sharing serv-
8 ice—

9 (i) that serves the public; and

10 (ii) that primarily provides a forum
11 for user-generated content, including mes-
12 sages, videos, images, games, and audio
13 files; and

14 (B) does not include—

15 (i) a provider of broadband internet
16 access service (as described in section
17 8.1(b) of title 47, Code of Federal Regula-
18 tions, or successor regulation); or

19 (ii) electronic mail.

20 (10) PERSONALIZED RECOMMENDATION SYS-
21 TEM.—The term “personalized recommendation sys-
22 tem”—

23 (A) means a fully automated system that
24 determines the selection, order, relative
25 prioritization, or relative prominence of infor-

1 mation that is furnished to a covered user on
2 an online platform based, in whole or part, on
3 user-specific data that was not expressly pro-
4 vided by the covered user to the platform for
5 such purpose; and

6 (B) does not include a fully automated sys-
7 tem used by an online platform if—

8 (i) the only user-specific data, includ-
9 ing any inference about the covered user,
10 that the system uses is—

11 (I) information relating to the
12 age of the covered user; and

13 (II) such information is only used
14 to fulfill a request to restrict the ac-
15 cess of a covered user to content on
16 the basis that the content is not age-
17 appropriate for the covered user; or

18 (ii) such system is designed to block
19 or filter spam, prevent or detect fraud or
20 other illegal activity, or preserve the secu-
21 rity of any system, product, or service.

22 (11) PRECISE GEOLOCATION INFORMATION.—

23 The term “precise geolocation information” means
24 geolocation information that identifies the location of
25 an individual to within a range of 5 miles or less.

1 (12) USER-SPECIFIC DATA.—The term “user-
2 specific data” means information relating to a cov-
3 ered user or a specific connected device that would
4 not necessarily be true of every individual or device.

5 (e) RELATIONSHIP TO STATE LAWS.—No State or
6 political subdivision of a State may prescribe, maintain,
7 or enforce any law, rule, regulation, requirement, stand-
8 ard, or other provision having the force and effect of law,
9 if such law rule, regulation, requirement, standard, or
10 other provision covers the requirements of subsection (a).

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