



## 103RD GENERAL ASSEMBLY

### State of Illinois

2023 and 2024

SB3355

Introduced 2/7/2024, by Sen. Sue Rezin

#### SYNOPSIS AS INTRODUCED:

815 ILCS 505/2EEEE new

Amends the Consumer Fraud and Deceptive Business Practices Act. Provides that it is an unlawful practice for a high-impact social media company in the State to fail to make available to its customers, at no cost, a customer support service for customers to notify the company of any harmful content that the customer believes is illegal or violates the high-impact social media company's terms of service. Provides that the customer support service must timely respond to customers within one business day after a customer initially contacts the company. Provides that the customer support service must take active steps to resolve the customer's issue or complaint and communicate the steps taken to resolve the issue or complaint with the customer by mail, telephone, or email, as requested by the customer, within 3 business days after a customer initially contacts the company. Provides that the customer support service shall communicate with the customer at least once every 3 business days until the issue has been resolved or until the issue has been determined to be unsolvable. Provides that the Attorney General may bring an action against a high-impact social media company that does not comply with these provisions. Provides that any company that violates these provisions shall be fined \$1,000 per day per violation. Provides that fines collected under these provisions shall be deposited into a fund to support mental health awareness in Illinois. Effective January 1, 2025.

LRB103 36297 SPS 66394 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business  
5 Practices Act is amended by adding Section 2EEEE as follows:

6 (815 ILCS 505/2EEEE new)

7 Sec. 2EEEE. Customer support service.

8 (a) As used in this Section, "high-impact social media  
9 company" means an entity that generates at least  
10 \$3,000,000,000 in annual revenue and provides any  
11 Internet-accessible platform that:

12 (1) has 300,000,000 or more monthly active users for  
13 not fewer than 3 of the preceding 12 months; and

14 (2) constitutes an online product or service that is  
15 primarily used by users to access or share user-generated  
16 content.

17 (b) It is an unlawful practice within the meaning of this  
18 Act for a high-impact social media company in this State to  
19 fail to make available to its customers, at no cost, a customer  
20 support service for customers to notify the company of any  
21 harmful content that the customer believes is illegal or  
22 violates the high-impact social media company's terms of  
23 service. The customer support service must timely respond to

1 customers within one business day after a customer initially  
2 contacts the company. The customer support service must take  
3 active steps to resolve the customer's issue or complaint and  
4 communicate the steps taken to resolve the issue or complaint  
5 with the customer by mail, telephone, or email, as requested  
6 by the customer, within 3 business days after a customer  
7 initially contacts the company. The customer support service  
8 shall communicate with the customer at least once every 3  
9 business days until the issue has been resolved or until the  
10 issue has been determined to be unsolvable.

11 (c) The Attorney General may bring an action against a  
12 high-impact social media company that does not comply with  
13 this Section. Any company that violates this Section shall be  
14 fined \$1,000 per day per violation. Fines collected under this  
15 Section shall be deposited into a fund to support mental  
16 health awareness in Illinois.

17 Section 99. Effective date. This Act takes effect January  
18 1, 2025.