



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB5230

Introduced 2/10/2026, by Rep. Jaime M. Andrade, Jr.

SYNOPSIS AS INTRODUCED:

New Act
815 ILCS 505/2MMMM new

Creates the Social Media Data Clean Slate Act. A social media platform shall provide a clear and conspicuous button that enables a user to delete the user's account that satisfies specified requirements. Provides that the social media platform shall, when the button is clicked, provide a user with the steps necessary to complete an account deletion request, which shall include deletion of the user's personal information. Sets forth additional provisions concerning the account and personal information deletion process. Provides that any waiver of the rights provided under the Act shall be void and unenforceable. Provides that the Attorney General shall adopt rules necessary to implement and enforce the Act. Effective January 1, 2027.

LRB104 17776 SPS 31208 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 1. Short title. This Act may be cited as the Social
5 Media Data Clean Slate Act.

6 Section 5. Findings; declarations. The General Assembly
7 finds and declares:

8 (a) Research demonstrates that adolescent individuals are
9 at greater risk of developing addictive disorders.

10 (b) Excessive use of digital and social media has a
11 documented connection to increases in suicide-related outcomes
12 in teenagers and children, such as suicidal ideation, plans,
13 and attempts.

14 (c) According to the University of Chicago, "First,
15 account deletion options vary considerably across platforms
16 and the language used to describe these options is not always
17 clear. Most platforms offer account deletion on desktop
18 browsers but not all allow account deletion from mobile apps
19 or browsers. Second, we found evidence of several dark
20 patterns present in the account deletion interfaces and
21 platform policies. Third, most participants had tried to
22 delete at least one social media account, yet over one-third
23 of deletion attempts were never completed."

1 (d) Adolescents seeking to terminate an account that has
2 become a source of addiction should be able to terminate their
3 account without obstruction.

4 (e) Personal data generated by applications is valuable
5 not only to the companies that launch them, but also to the
6 users who are actively having their data mined and sold to
7 third parties. This generated data belongs to the user, and
8 when the user wants their account and data deleted, it should
9 be done quickly and conveniently.

10 (f) For these reasons, the General Assembly declares it
11 necessary in order to preserve the peace, welfare, and lives
12 of its residents to ensure a minimum level of customer service
13 when users wish to delete their accounts.

14 Section 10. Definitions. As used in this Act:

15 "Clear and conspicuous" has the meaning set forth in
16 Section 5 of the Automatic Contract Renewal Act.

17 "Dark pattern" means a user interface designed or
18 manipulated with the substantial effect of subverting or
19 impairing user autonomy, decision-making, or choice.

20 "Personal information" has the meaning set forth in
21 Section 5 of the Personal Information Protection Act.

22 "Social media platform" means a public or semi-public
23 Internet-based service or application that has users in this
24 State and that meets the following criteria:

25 (1) a substantial function of the service or

1 application is to connect users in order to allow users to
2 interact socially with each other within the service or
3 application;

4 (2) the service or application allows users to do all
5 of the following:

6 (A) construct a public or semi-public profile for
7 purposes of signing into and using the service or
8 application;

9 (B) populate a list of other users with whom an
10 individual shares a social connection within the
11 system; and

12 (C) create or post content viewable by other
13 users, including, but not limited to, on message
14 boards, in chat rooms, or through a landing page or
15 main feed that presents the user with content
16 generated by other users; and

17 (3) the service or application generated more than
18 \$100,000,000 in the preceding year in gross revenues.

19 For the purpose of this definition, a service or
20 application that provides email or direct messaging services
21 shall not be considered a "social media platform" on the basis
22 of that function alone.

23 Section 15. User's right to delete accounts.

24 (a) A social media platform shall provide a clear and
25 conspicuous button that enables a user to delete the user's

1 account that:

2 (1) is clearly and conspicuously placed as an
3 immediately visible option in the social media platform's
4 settings menu with the words "Delete Account"; and

5 (2) is located in a settings menu that is accessible
6 in the application, on a browser, or on any other format
7 that a user can use to access the social media platform.

8 (b) If a user clicks on the button required under
9 subsection (a), the social media platform shall, when the
10 button is clicked, provide a user with the steps necessary to
11 complete an account deletion request, which shall include
12 deletion of the user's personal information. If the social
13 media platform seeks verification of the request to delete the
14 account, that verification shall be done in a cost-effective
15 and easy-to-use manner when the request is submitted through
16 preestablished 2-factor authentication, email, text message,
17 telephone call, or message.

18 (c) A social media platform shall not obstruct or
19 interfere with a user's ability to delete the user's account,
20 including, but not limited to, by using dark patterns.

21 (d) A social media platform that receives a verifiable
22 user request from a user to delete the user's personal
23 information under subsection (a) shall delete the user's
24 personal information from its records, notify any service
25 providers or contractors to delete the user's personal
26 information from their records, and notify all third parties

1 to whom the social media platform has sold or shared the
2 personal information to delete the user's personal information
3 unless this proves impossible or involves disproportionate
4 effort.

5 The social media platform may maintain a confidential
6 record of deletion requests solely for the purpose of
7 preventing the personal information of a user who has
8 submitted a deletion request from being sold, for compliance
9 with laws, or for other purposes, to the extent permissible
10 under this Act.

11 A service provider or contractor shall cooperate with the
12 social media platform in responding to a verifiable user
13 request, and at the direction of the social media platform,
14 shall delete, or enable the social media platform to delete
15 and shall notify any of its own service providers or
16 contractors to delete personal information about the user
17 collected, used, processed, or retained by the service
18 provider or the contractor. The service provider or contractor
19 shall notify any service providers, contractors, or third
20 parties who may have accessed personal information from or
21 through the service provider or contractor, unless the
22 information was accessed at the direction of the social media
23 platform, to delete the user's personal information unless
24 this proves impossible or involves disproportionate effort. A
25 service provider or contractor shall not be required to comply
26 with a deletion request submitted by the user directly to the

1 service provider or contractor to the extent that the service
2 provider or contractor has collected, used, processed, or
3 retained the user's personal information in its role as a
4 service provider or contractor to the social media platform.

5 A business, or a service provider or contractor acting in
6 accordance with its contract with the social media platform,
7 another service provider, or another contractor, shall not be
8 required to comply with a user's request to delete the user's
9 personal information if it is reasonably necessary for the
10 social media platform, service provider, or contractor to
11 maintain the user's personal information in order to:

12 (1) complete the transaction for which the personal
13 information was collected, fulfill the terms of a written
14 warranty or product recall conducted in accordance with
15 federal law, provide a good or service requested by the
16 user, or reasonably anticipated by the user within the
17 context of a social media platform's ongoing business
18 relationship with the user, or otherwise perform a
19 contract between the social media platform and the user;

20 (2) help to ensure security and integrity to the
21 extent the use of the user's personal information is
22 reasonably necessary and proportionate for those purposes;

23 (3) debug to identify and repair errors that impair
24 existing intended functionality;

25 (4) exercise free speech, ensure the right of another
26 user to exercise that user's right of free speech, or

1 exercise another right provided for by law;

2 (5) comply with the Protecting Household Privacy Act;

3 (6) engage in public or peer-reviewed scientific,
4 historical, or statistical research that conforms or
5 adheres to all other applicable ethics and privacy laws,
6 when the social media platform's deletion of the
7 information is likely to render impossible or seriously
8 impair the ability to complete the research, if the user
9 has provided informed consent;

10 (7) enable solely internal uses that are reasonably
11 aligned with the expectations of the user based on the
12 user's relationship with the social media platform and
13 compatible with the context in which the user provided the
14 information; or

15 (8) comply with a legal obligation.

16 (e) A user login to an account for which a request under
17 subsection (b) has been submitted shall not, by itself, revoke
18 that request.

19 (f) Any waiver of the rights provided under this Act shall
20 be void and unenforceable as contrary to public policy.

21 Section 20. Enforcement. A violation of this Act
22 constitutes an unlawful practice under the Consumer Fraud and
23 Deceptive Business Practices Act. All remedies, penalties, and
24 authority granted to the Attorney General by the Consumer
25 Fraud and Deceptive Business Practices Act shall be available

1 to the Attorney General for the enforcement of this Act.

2 Section 25. Relationship with other laws. Nothing in this
3 Act, including the enforcement authority granted to the
4 Attorney General, preempts or otherwise affects any other
5 right, claim, remedy, presumption, or defense available at law
6 or in equity.

7 Section 30. Rulemaking. The Attorney General shall adopt
8 rules necessary to implement and enforce this Act.

9 Section 35. The Consumer Fraud and Deceptive Business
10 Practices Act is amended by adding Section 2MMMM as follows:

11 (815 ILCS 505/2MMMM new)

12 Sec. 2MMMM. Violations of the Social Media Data Clean
13 Slate Act. A person who violates the Social Media Data Clean
14 Slate Act commits an unlawful practice within the meaning of
15 this Act.

16 Section 97. Severability. The provisions of this Act are
17 severable under Section 1.31 of the Statute on Statutes.

18 Section 99. Effective date. This Act takes effect January
19 1, 2027.