

## Committee on Children JOINT FAVORABLE REPORT

**Bill No:** SB-344 / [Bill Status](#) / [Public Hearing Testimony](#)

AN ACT PROTECTING CHILDREN'S SAFETY BY REQUIRING AFFIRMATIVE  
CONSENT BY A PARENT OR GUARDIAN FOR THE USE OF A CHILD'S

**Title:** LIKENESS ON SOCIAL MEDIA.

**Vote Date:** 3/5/2026

**Vote Action:** Joint Favorable

**PH Date:** 3/3/2026

**File No.:**

***Disclaimer:** The following JOINT FAVORABLE Report is prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and does not represent the intent of the General Assembly or either chamber thereof for any purpose.*

### **SPONSORS OF BILL:**

The Committee on Children

### **REASONS FOR BILL:**

This bill prohibits the use of a child's likeness for purposes of marketing or advertising on social media without the affirmative consent of the parent or guardian. Through this legislation, the Committee seeks to allow parents to safeguard their children's permanent digital footprint and prevent misuse, data gathering, and other safety concerns that can occur with this publicly available media.

### **SUBSTITUTE LANGUAGE (IF APPLICABLE):**

There is no substitute language.

### **RESPONSE FROM ADMINISTRATION/AGENCY:**

None expressed.

### **NATURE AND SOURCES OF SUPPORT:**

**Connecticut Voices for Children, Research and Policy Director Dr. Emily Knox and Research and Policy Associate Carmen Clarkin, M.P.H.:** Dr. Knox and Ms. Clarkin voice their support, stating that, "In the digital age, parents increasingly recognize that a child's image and personal data are sensitive assets that can be exploited by malicious actors, resulting in serious harm." They stress the issue of educational institutions, youth organizations, and businesses using images of children in their social media posts, which

removes parental oversight. This legislation addresses this issue by requiring affirmative, written consent from the parents before any person, business, or educational institution can use their child's name, image, or likeness on social media. Moreover, the bill ensures that children are not penalized or denied participation in activities because of their parents' decision to protect their privacy. They highlight the danger that artificial intelligence poses, specifically through deepfakes and the creation of detailed profiles of children. Research finds that the negative impacts of AI and data misuse disproportionately harm groups marginalized by race, gender, and socioeconomic class. Dr. Knox and Ms. Clarkin recommend, "...establishing clear guidelines regarding the frequency of consent (e.g., annual renewals) and creating a standardized, accessible procedure for parents to withdraw consent at any time. Transparency is paramount; parents must not only know they can withdraw consent, but exactly how to do so."

**Department of Early Childhood Education, Assistant Professor and Program Chairperson Drew McWeeney, Ed.M.:** Mr. McWeeney emphasizes that he has the legal and moral responsibility to protect his children's privacy and wellbeing. Once content is posted, it can be copied, altered, or distributed in ways that are out of his control. This infringes on his children's right to privacy.

**Ashley Hutchings:** Ms. Hutchings offers her support for the bill. She points out that sneaky, so-called "passive" consent leads to consequences and involuntary opt-ins for parents in various settings. Full transparency can be best achieved through a protective and safe alternative known as affirmative consent. This gives parents the choice to permit businesses marketing use of their children's images.

#### **NATURE AND SOURCES OF OPPOSITION:**

None expressed.

**Reported by: Mia Giglietti and Zachary Robinson    Date: 3/11/2026**