

119TH CONGRESS  
2D SESSION

# S. 4555

To prohibit covered digital advertising platforms from displaying targeted advertisements directed to a minor that promote sports gambling platforms.

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## IN THE SENATE OF THE UNITED STATES

MAY 18, 2026

Mrs. BRITT (for herself and Mr. BLUMENTHAL) introduced the following bill;  
which was read twice and referred to the Committee on Commerce,  
Science, and Transportation

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## A BILL

To prohibit covered digital advertising platforms from displaying targeted advertisements directed to a minor that promote sports gambling platforms.

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 “Gaming Advertisement  
5 to Minors Enforcement Act of 2026” or the “GAME Act  
6 of 2026”.

1 **SEC. 2. PROHIBITING THE DISPLAY OF TARGETED ADVER-**  
 2 **TISEMENTS DIRECTED TO A MINOR THAT**  
 3 **PROMOTE SPORTS GAMBLING PLATFORMS.**

4 (a) IN GENERAL.—Beginning on the date that is 1  
 5 year after the date of enactment of this Act, it shall be  
 6 unlawful for any covered digital advertising platform to  
 7 display a targeted advertisement directed to a minor that  
 8 promotes a sports gambling platform.

9 (b) ENFORCEMENT.—

10 (1) ENFORCEMENT BY THE COMMISSION.—

11 (A) UNFAIR OR DECEPTIVE ACTS OR PRAC-  
 12 TICES.—A violation of this section shall be  
 13 treated as a violation of a rule defining an un-  
 14 fair or deceptive act or practice prescribed  
 15 under section 18(a)(1)(B) of the Federal Trade  
 16 Commission Act (15 U.S.C. 57a(a)(1)(B)).

17 (B) POWERS OF THE COMMISSION.—

18 (i) IN GENERAL.—The Commission  
 19 shall enforce this section in the same man-  
 20 ner, by the same means, and with the  
 21 same jurisdiction, powers, and duties as  
 22 though all applicable terms and provisions  
 23 of the Federal Trade Commission Act (15  
 24 U.S.C. 41 et seq.) were incorporated into  
 25 and made a part of this section.

1 (ii) PRIVILEGES AND IMMUNITIES.—

2 Any covered digital advertising platform  
3 who violates this section shall be subject to  
4 the penalties and entitled to the privileges  
5 and immunities provided in the Federal  
6 Trade Commission Act (15 U.S.C. 41 et  
7 seq.).

8 (iii) AUTHORITY PRESERVED.—Noth-  
9 ing in this section shall be construed to  
10 limit the authority of the Commission  
11 under any other provision of law.

12 (iv) RULEMAKING.—The Commission  
13 may promulgate in accordance with section  
14 553 of title 5, United States Code, such  
15 rules as may be necessary to carry out this  
16 section.

17 (2) CRIMINAL ENFORCEMENT.—

18 (A) IN GENERAL.—The Commission shall  
19 refer a covered digital advertising platform who  
20 is found to have been in violation of this sec-  
21 tion, or who settles an enforcement action pur-  
22 suant to paragraph (1), in 3 or more instances  
23 to the Attorney General for prosecution pursu-  
24 ant to subparagraph (B).

1 (B) CRIMINAL PENALTY.—A covered dig-  
 2 ital advertising platform who is referred to the  
 3 Attorney General under subparagraph (A) shall  
 4 be fined not more than \$100,000 for each tar-  
 5 geted advertisement directed to a minor that  
 6 promotes a sports gambling platform that is  
 7 displayed by such platform for the instance sub-  
 8 ject to the referral and any subsequent in-  
 9 stance.

10 (C) INSTANCE.—For purposes of this  
 11 paragraph, the term “instance” means an en-  
 12 forcement action pursuant to paragraph (1) for  
 13 displaying 1 or more targeted advertisements  
 14 directed to a minor that promote a sports gam-  
 15 bling platform pursuant to paragraph (1).

16 (c) DEFINITIONS.—In this section:

17 (1) COMMISSION.—The term “Commission”  
 18 means the Federal Trade Commission.

19 (2) CONNECTED DEVICE.—The term “con-  
 20 nected device” means a device that is capable of con-  
 21 necting to the internet, directly or indirectly, or to  
 22 another connected device.

23 (3) COVERED DIGITAL ADVERTISING PLAT-  
 24 FORM.—The term “covered digital advertising plat-  
 25 form” means a social media platform, public-facing

1 website, online service, online application, or mobile  
2 application—

3 (A) that derives revenue from advertising;

4 (B) that—

5 (i) as its primary function provides a  
6 community forum for user-generated con-  
7 tent, including messages, videos, and audio  
8 files among users where such content is  
9 primarily intended for viewing, resharing,  
10 or platform-enabled distributed social en-  
11 dorsement or comment;

12 (ii) is a search engine; or

13 (iii) is a digital advertising platform  
14 that allows advertisers to purchase adver-  
15 tisement placements across websites, mo-  
16 bile applications, online applications,  
17 streaming services, and other digital media  
18 sources; and

19 (C) that has more than 100,000,000  
20 unique monthly users or visitors.

21 (4) GEOLOCATION INFORMATION.—

22 (A) IN GENERAL.—The term “geolocation  
23 information” means any data that reveals the  
24 precise location of a mobile device or individual,  
25 including—

- 1 (i) any Global Positioning System  
2 (GPS) coordinate;  
3 (ii) fine location data;  
4 (iii) cell tower information;  
5 (iv) precise location information in-  
6 ferred from—  
7 (I) a basic service set identifier  
8 (BSSID);  
9 (II) a Wi-Fi service set identifier  
10 (SSID); or  
11 (III) Bluetooth receiver informa-  
12 tion; or  
13 (v) any unique persistent identifier  
14 combined with any data described in  
15 clauses (i) through (iv).  
16 (B) EXCLUSIONS.—The term “geolocation  
17 information” shall not include—  
18 (i) data that reveals only the coarse  
19 location of a mobile device or individual; or  
20 (ii) data that—  
21 (I) is used by a covered digital  
22 advertising platform solely for the  
23 purpose of generating such coarse lo-  
24 cation; and

1 (II) is deleted by such advertiser  
2 not later than 48 hours after such  
3 use.

4 (5) MINOR.—The term “minor” means an indi-  
5 vidual who has not attained 18 years of age.

6 (6) MOBILE APPLICATION.—The term “mobile  
7 application”—

8 (A) means a software program that runs  
9 on the operating system of—

10 (i) a cellular telephone;

11 (ii) a tablet computer; or

12 (iii) a similar portable computing de-  
13 vice that transmits data over a wireless  
14 connection; and

15 (B) includes a service or application of-  
16 fered via a connected device.

17 (7) ONLINE APPLICATION.—The term “online  
18 application”—

19 (A) means an internet-connected software  
20 program; and

21 (B) includes a service or application of-  
22 fered via a connected device.

23 (8) PERSONAL INFORMATION.—The term “per-  
24 sonal information” means individually identifiable

1 information about an individual collected online, in-  
2 cluding—

3 (A) a first and last name;

4 (B) a home or other physical address in-  
5 cluding street name and name of a city or town;

6 (C) an email address;

7 (D) a telephone number;

8 (E) a Social Security number;

9 (F) an age or age range;

10 (G) any other identifier that the Commis-  
11 sion determines permits the physical or online  
12 contacting of an individual;

13 (H) a persistent identifier that can be used  
14 to recognize a minor over time and across dif-  
15 ferent websites, online applications, or mobile  
16 applications, including a customer number held  
17 in a cookie, an Internet Protocol (IP) address,  
18 a processor or device serial number, or unique  
19 device identifier;

20 (I) a photograph, video, or audio file where  
21 such file contains a minor's image or voice;

22 (J) geolocation information;

23 (K) information generated from the meas-  
24 urement or technological processing of an indi-  
25 vidual's biological, physical, or physiological



characteristics that is used to identify an individual, including—

(i) fingerprints;

(ii) voice prints;

(iii) iris or retina imagery scans;

(iv) facial templates;

(v) deoxyribonucleic acid (DNA) information; or

(vi) gait; or

(L) information linked or reasonably linkable to a minor or the parents of a minor (including any unique identifier) that a person collects online from the minor and combines with an identifier described in this subparagraph.

(9) SPORTS GAMBLING PLATFORM.—The term “sports gambling platform” means any service that allows an individual to gamble on a sporting event, including a service marketed as allowing an individual to invest in prediction markets.

(10) TARGETED ADVERTISEMENT DIRECTED TO A MINOR THAT PROMOTES A SPORTS GAMBLING PLATFORM.—

(A) IN GENERAL.—The term “targeted advertisement directed to a minor that promotes

a sports gambling platform” means an advertisement or any other effort to market a sports gambling platform that is directed to a minor or a connected device of a minor that an online advertising provider links or possesses the information to be able to link to a minor based on—

(i) the personal information of the minor;

(ii) the profiling of a minor or group of minors based on observed behaviors or based on predicted preferences or interest inferred from online activities; or

(iii) a unique identifier of the connected device.

(B) EXCLUSIONS.—The term “targeted advertisement directed to a minor that promotes a sports gambling platform” shall not include—

(i) an advertisement or other effort to market a product to an individual or the device of an individual in direct response to the individual’s request for information or feedback;

(ii) an advertisement that is displayed based on the content of the website, online

1 application, mobile application, or con-  
2 nected device in which the advertisement  
3 appears and does not vary based on per-  
4 sonal information related to the viewer; or  
5 (iii) the processing of personal infor-  
6 mation solely for measuring or reporting  
7 advertising or content performance, reach,  
8 or frequency, including independent meas-  
9 urement.

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