

Date of Hearing: May 6, 2026

ASSEMBLY COMMITTEE ON APPROPRIATIONS
 Buffy Wicks, Chair
 AB 2007 (Bauer-Kahan) – As Amended March 17, 2026

Policy Committee:	Privacy and Consumer Protection	Vote:	15 - 0
	Judiciary		12 - 0

Urgency: No State Mandated Local Program: No Reimbursable: No

SUMMARY:

This bill prohibits youth programs operating outside of public or private schools from using a youth’s image, likeness, or other identifying information for marketing purposes without express written or electronic consent from the youth’s parent or guardian, and prohibits making program enrollment contingent on providing that consent.

Specifically, this bill:

- 1) Prohibits a covered entity (a non-school youth program) from using a youth’s covered information, as provided, for any purpose, except as authorized by parental or guardian consent.
- 2) Authorizes use for marketing purposes, as provided.
- 3) Prohibits a covered entity from making enrollment or participation contingent on consent.
- 4) Prohibits a covered entity from selling or sharing a youth’s covered information for any reason, regardless of consent.
- 5) Authorizes a parent or guardian to bring a civil action against a violator and recover up to \$5,000 per youth whose information was disclosed, injunctive or declaratory relief, attorney’s fees and costs, and any other relief the court deems appropriate.

FISCAL EFFECT:

Costs (Trial Court Trust Fund, General Fund) of an unknown but potentially significant amount to the trial courts to adjudicate civil actions brought by parents or guardians under the bill's private right of action. One hour of court time has an estimated cost of approximately \$1,000; even a small number of contested cases reaching trial could generate court costs exceeding the \$150,000 suspense threshold. Actual costs will depend on the number of cases filed and the amount of court time needed to resolve each case. It generally costs approximately \$1,000 to operate a courtroom for one hour. Although courts are not funded on the basis of workload, increased pressure on the Trial Court Trust Fund may create a demand for increased funding for courts from the General Fund. The state budget provides annual General Fund backfills to the Trial Court Trust Fund to offset revenue reductions, totaling approximately \$117.3 million in 2025-26.

The Legislative Analyst's Office recently warned of General Fund structural deficits of around \$35 billion per year beginning in the 2027-28 fiscal year.

COMMENTS:

1) **Purpose.** According to the author,

Youth programs play an important role in supporting children and families, and parents should be able to trust that a minor's participation does not come at the cost of their privacy... AB 2007 requires youth-serving organizations to obtain written or electronic consent from a parent or guardian before using photos, videos, and other identifying information of minors for marketing purposes. AB 2007 further prohibits youth programs from making enrollment or participation contingent upon consent.

2) **Background.** As enrollment and release forms for youth programs have shifted to electronic formats, parents who decline to authorize use of their children's images or personal information for marketing purposes often find that the electronic forms do not allow opt-out — leaving them to choose between waiving their child's privacy or forgoing the activity. The bill addresses this by requiring a stand-alone consent document, prohibiting participation-contingent consent, and creating a private right of action for violations. Penalties are calibrated per youth (rather than per publication or violation), capping exposure for organizations that publish a single youth's information across multiple platforms.

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