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## SENATE COMMITTEE ON APPROPRIATIONS

Senator Anna Caballero, Chair  
2025 - 2026 Regular Session

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### AB 56 (Bauer-Kahan) - Social media: warning labels

**Version:** July 10, 2025

**Urgency:** No

**Hearing Date:** August 29, 2025

**Policy Vote:** JUD. 12 - 0, HEALTH 10 - 0

**Mandate:** No

**Consultant:** Liah Burnley

**Bill Summary:** Requires social media platforms to display a black box warning to a user each day the user first accesses the social media platform, and periodically thereafter, as specified.

### \*\*\*\*\* ANALYSIS ADDENDUM – SUSPENSE FILE \*\*\*\*\*

The following information is revised to reflect amendments  
adopted by the committee on August 29, 2025

**Fiscal Impact:** The Department of Justice (DOJ) reports a fiscal impact of \$600,000 or less (General Fund, Unfair Competition Law Fund) DOJ notes that implementation of this bill will be dependent upon the appropriation of funds. The DOJ will be unable to absorb the costs to comply with or implement the requirements of the bill within existing budgeted resources. DOJ reports that its Government Law Section (GLS), within the Civil Law Division anticipates an increase in workload due to potential legal challenges upon the enactment of AB 56. To address the increase in workload, GLS will require the following resources in each fiscal year: FY 2025-26: 175 hours of a Deputy Attorney General (DAG) and \$10,000 for external consultant experts and witnesses; FY 2026-27: 200 hours of a DAG and \$20,000 for external consultant experts and witnesses; and, FY 2027-28: 150 hours of a DAG. The DOJ further notes that the Consumer Protection Section (CPS) within the Public Rights Division anticipates increased workloads in enforcing AB 56 beginning on January 1, 2026, and ongoing. The workload includes investigating and prosecuting violations of not adhering to AB 56. The Section will require 1.0 Deputy Attorney General, 1.0 Legal Secretary and \$150,000 in external consultants, which will have an impact to the Unfair Competition Law Fund.

#### Author Amendments:

- Make the operative date January 1, 2027.
- Add a severability clause.
- Provide that nothing in this chapter shall be interpreted to serve as the basis for a private right of action.
- Require a black box warning to be displayed for at least 30 seconds, as specified.
- Require a black box warning to occupy at least 75% of the screen, as specified.

**Committee Amendments:** Strike provisions authorizing CDPH to make regulations to change the warning label.

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