**Lawmakers Draft Federal Data Rules**

Congress released a discussion draft of the bipartisan American Data Privacy and Protection Act, which if passed, would impose federal restrictions on marketers' use of consumer data. Some of the numerous provisions include a ban on targeted marketing to children below the age of 17, a data broker registry run by the Federal Trade Commission and the establishment of consumers' right to sue when companies violate the FTC's rules.

***Adweek 6.3.22***

[*https://www.adweek.com/programmatic/the-capitol-moves-a-step-closer-to-a-federal-privacy-law/*](https://www.adweek.com/programmatic/the-capitol-moves-a-step-closer-to-a-federal-privacy-law/)

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