



# NEWS RELEASE

**Arizona House of Representatives**  
**Majority Whip Julie Willoughby (R-13)**  
1700 West Washington • Phoenix, Arizona • 85007

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FOR IMMEDIATE RELEASE

## House Passes Rep. Julie Willoughby's Bill to Protect Children from Inappropriate Digital Ads

**STATE CAPITOL, PHOENIX** – The Arizona House of Representatives has passed [HB2195](#), legislation sponsored by House Majority Whip Julie Willoughby to prevent children from being exposed to inappropriate and mature advertisements on digital apps marketed for kids. The bill holds digital platforms accountable, requiring them to ensure that ads within child-directed applications align with the app's content rating.

**"As a mother, I know firsthand how frustrating it is to trust an app labeled as 'kid-friendly,' only to find out that the ads are anything but appropriate,"** said Representative Willoughby. **"HB2195 is a common-sense measure that ensures advertising standards match the content rating of the app itself—just like it was done years ago with television advertising during children's programming."**

Under HB2195, child-directed apps will be required to take appropriate measures to prevent the display of mature or inappropriate advertisements. Platforms that fail to comply could face penalties of up to \$100,000 per violation, with enforcement by the Arizona Attorney General.

**"This is about protecting kids,"** Representative Willoughby continued. **"Tech companies have had years to address this problem on their own, but they've failed to do so. Arizona is stepping up to make sure kids can use digital platforms without being bombarded by ads that don't belong in a child's world."**

HB2195 aligns with the House Republican Majority's commitment to protecting families and promoting public safety—key pillars of the [Majority Plan](#). By ensuring children's online experiences are safe and appropriate, the bill upholds parents' rights, reinforces consumer protections, and strengthens digital accountability.

The legislation now moves to the Senate for consideration.

*Julie Willoughby is a Republican member of the Arizona House of Representatives serving Legislative District 13 in Chandler, Gilbert, and Sun Lakes. She also serves as the House Majority Whip. Follow her on X at @JWilloughbyAZ.*

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