



General Assembly

January Session, 2019

Proposed Bill No. 5333

LCO No. 353



Referred to Committee on GENERAL LAW

Introduced by:
REP. ZAWISTOWSKI, 61st Dist.

**AN ACT PROHIBITING RETAILERS FROM USING FACIAL
RECOGNITION SOFTWARE FOR MARKETING PURPOSES.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

- 1 That the general statutes be amended to prohibit retailers from
- 2 using facial recognition software for marketing purposes.

Statement of Purpose:

To protect the privacy of retail customers.