



2024 South Dakota Legislature
Senate Bill 35
ENROLLED

AN ACT

ENTITLED An Act to provide that certain personal information of a lottery prize winner may only be used for advertising or promotion with the winner's consent.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

Section 1. That chapter 42-7A be amended with a NEW SECTION:

The personal information of a lottery prize winner may only be used in advertising or promotion with the written consent of the winner. If the South Dakota Lottery obtains written consent from the winner, the lottery may only use the information to which the winner consented. This section does not apply to the personal information of any winner of a promotional drawing offered by the lottery.

Terms used in this section mean:

- (1) "Personal information," the prize winner's name, address, gender, age, and photograph; and
- (2) "Promotional drawing," a second-chance drawing or a public contest or other giveaway that does not require payment to participate.

An Act to provide that certain personal information of a lottery prize winner may only be used for advertising or promotion with the winner's consent.

I certify that the attached Act originated in
the:
Senate as Bill No. 35

Received at this Executive Office
this ____ day of _____,
2024 at _____ M.

Secretary of the Senate

By _____
for the Governor

President of the Senate

The attached Act is hereby
approved this ____ day of
_____, A.D., 2024

Attest:

Secretary of the Senate

Governor

STATE OF SOUTH DAKOTA,

ss.

Office of the Secretary of State

Speaker of the House

Attest:

Filed _____, 2024
at _____ o'clock __ M.

Chief Clerk

Secretary of State

Senate Bill No. 35
File No. _____
Chapter No. _____

By _____
Asst. Secretary of State