

1 Adopt 2 Cal. Code Regs., Section 18450.10 to read:

2 **§18450.10 Advertisements by a Paid Third-Party Influencer.**

3 (a) Section 84513 applies to advertisements where a committee pays a third-party to post  
4 content on an internet website, web application, or digital application supporting or opposing a  
5 candidate for elective office or a ballot measure where it appears the content is the speaker's  
6 thoughts, opinion, or message rather than that of the candidate or committee, and the content is  
7 posted on a page or account other than the candidate or committee's own page or account. The  
8 requirements of Section 84504.3 do not apply to such advertisements. Additionally, Section  
9 84513 does not apply to advertisements subject to Section 84511.

10 (b) For purposes of Section 84513, "website, web application, or digital application"  
11 includes content posted on internet platforms, such as social media accounts and blogs.

12 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84504.3, 84513,  
13 Government Code.