Nebraska Age-Appropriate Online Design Code
LB 504 | Fact Sheet

Introduced by Senator Bosn, the Age-Appropriate Online Design Code (LB 504) would make tech for kids provide privacy by default and safety by design. The Age-Appropriate Online Design Code applies to online services, products, or features that:

- Are companies offering online services, products, or features in Nebraska
- Process personal data, either on their own or through an affiliate
- Have an annual gross revenues over $25 million dollars, annually handles the personal data of over 50,000 consumers, households, or devices, and derives at least 50% of revenue from the sale of data on an annual basis

Does not apply to:

- Telecommunications services
- Broadband internet access services
- Sale, delivery, or use of a physical product
- Online services that know less than 2% of their account holders are under 18

Social Media
Instagram, TikTok, Snapchat

Gaming
Fortnite, Roblox, Candy Crush

Video Sharing Platforms
YouTube
Twitch

BUSINESSES IN SCOPE

MUST

- Set all default settings to the most private
- Provide privacy notices in clear language
- Design easy to use default settings that make platforms more kid friendly
- Make it easy to report privacy concerns, giving tools to help kids and parents exercise their privacy

MUST NOT

- Use dark patterns and addictive designs
- Allow unknown adults to contact minors without the minor initiating first
- Process minors' personal data beyond what is necessary to provide the requested product
- Collect precise geolocation data from minors beyond what is reasonably required, without providing a persistent notification

EXAMPLES OF CHANGES

Social Media

- Default privacy settings to private or friends only
- Remove harmful features (e.g. limiting notifications, time restrictions)

Gaming

- Require additional permissions for in-game spending
- Prohibit stranger contact if not initiated by minor

YouTube

- Turn off autoplay by default for kids' profiles
- Prohibit the collection of viewing data if not necessary to provide the requested service

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