



Vermont Kids Code

June 11, 2025

Governor Phil Scott
109 State Street, Pavilion
Montpelier, VT 05609

Dear Governor Scott:

We are thrilled with the passage of the Vermont Age-Appropriate Design Code Act (S.69) and respectfully urge your signature. Otherwise known as the Vermont Kids Code, this legislation offers landmark protections to children and teens while incentivizing business innovation. A passionate coalition of parents, youth, small businesses, and community organizations have mobilized behind the Vermont Kids Code, highlighting widespread and growing demand for change to protect kids online and build a better online world. Now, we call on you to reject Big Tech industry pressure and stand with Vermont families by signing this bill into law.

The Vermont Kids Code provisions of S. 69 offer clear, practical guardrails for businesses whose products are likely to be accessed by young people. By requiring measures such as default privacy settings and limits on manipulative design, the legislation represents the digital equivalent of product safety standards that already protect consumers in other sectors. These common-sense expectations will support Vermont businesses in creating products that families trust, without punishing innovation or overburdening small companies. Businesses will be incentivized to design safer products to meet the best interests of families, just as they are incentivized now to meet shareholder interests.

In fact, this legislation positions Vermont as a leader in youth-centered digital innovation. The Vermont Kids Code fosters an online environment that supports learning, creativity, and well-being—values that drive the entrepreneurial spirit of Vermont. A generation that is supported and protected online will grow into a workforce that is more focused, resilient, and prepared to contribute meaningfully to our economy. Investing in youth protections is, in effect, investing in the future of work and Vermont's economy.

Representative Monique Priestley worked with civil liberties groups, constitutional scholars, children's advocates, and Vermont's local business community, like [Front Porch Forum](#), to ensure the Vermont Kids Code's provisions are narrowly tailored to product design and data processing and do not tread on users' or companies' speech rights. The legislation prevents bad actors from misusing children's personal data and

promoting harmful design practices while continuing to facilitate innovation and meet the unique needs of Vermont's startup community.

As representatives of organizations that work for the safe, just, and thriving futures for our young people, we want kids and teens to have positive online experiences, where privacy is provided by default and tech products are designed with their safety in mind. The General Assembly's passage of the Vermont Kids Code has made that future possible; now we need your leadership to make it a reality.

Just as Attorney General Clark's Office has led the nation in demanding accountability from tech giants like Meta [through its lawsuit](#) over consumer protection violations impacting kids' online safety, Vermont now has a pivotal opportunity to cement its leadership by codifying kids' online consumer protections into law. By taking this step, Vermont can set a powerful example for the rest of the country in prioritizing the well-being and protection of children in the digital age.

You have the power to catapult our state and this nation into a safer future, despite the well-funded tech lobby's insistence on fighting such progress. With your signature, companies will be required to innovate in the name of children's well-being and usher in a future where youth can thrive online.

Thank you for your leadership in prioritizing young people and their futures.

Sincerely,

The Vermont Kids Code Coalition

