



Kids Code Coalition

PRIORITIZING THE SAFETY AND WELLBEING OF YOUNG PEOPLE ONLINE

Data Privacy for Kids

The Kids Code Coalition brings together a wide cross-section of organizations from across the country to secure passage of legislation to protect kids online. Key among our legislative priorities is advancing meaningful privacy legislation for kids and teens. This legislation can take a variety of forms — from design codes to bills focused on limiting data collection, algorithmic profiling, or manipulative features — depending on the needs and priorities of each state.

The Problem

Today's children and teens are growing up in a digital world where social media, video games, and apps are central to their daily lives. But these products were never designed with young people's best interests in mind. Instead, they are built to maximize engagement, data extraction, and ad revenue — often at the expense of kids' privacy, safety, and wellbeing.

Platforms routinely collect and monetize young people's data — from their location and device activity to their emotional state and personal interests. This data powers algorithmic feeds and targeted advertising that can fuel body image issues, anxiety, self-harm, online harassment, and more. The consequences for

kids and teens in their own cognitive development could not be more severe:

- 1 in 3 teen girls say Instagram made them feel worse about their bodies, according to Meta's own research.
- 1 in 3 teens say they've been contacted by strangers online with many saying they felt scared or uncomfortable as a result of this contact.
- Kids as young as 13 years old report being served ads for diet pills, online dating, and adult content.

These harms are not accidents. They are the byproduct of digital products optimized to keep young users scrolling, sharing, and spending.

While the federal Children's Online Privacy Protection Act (COPPA) was a critical step forward when enacted in 1998, it is now decades out of date and limited in application. COPPA only applies to children under 13 and focuses narrowly on parental consent for data collection — not on how apps are designed, how algorithms shape user experience, or how companies profit from kids' attention. Teens between the ages of 13 and 17 — who are some of the heaviest users of social media — are left with no dedicated privacy protections at all.

Legislative Solution

As Big Tech continues to prioritize profits over young people's wellbeing, states across the country are filling the gap. State lawmakers are introducing and passing legislation that puts the needs of kids and teens first — by requiring



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privacy-by-default settings, age-appropriate design standards, limits on surveillance and targeting, and other data minimization protections for kids and teens.

What Are States Doing?

States across the country are taking action to prioritize the privacy of kids online. The Kids Code Coalition supports a variety of approaches that secure greater privacy protections for kids online, recognizing this as a critical component of creating a safer, healthier online experience for kids online.

Oregon recently passed HB 2008 to protect kids and teens online by banning the sale of personal data and targeted advertising for anyone under 16. The law, like the Maryland Online Data Privacy Act, prohibits the sale of minors' precise geolocation data, strengthens transparency requirements around data collection and sharing, and ensures users can easily revoke consent. It updates Oregon's existing privacy law to require companies to minimize data collection, disclose profiling practices, and prohibit discrimination against users who exercise their rights.

Maryland, California, Nebraska, and Vermont have also passed Kids Code laws that require online platforms to implement privacy-by-default settings, restrict invasive design practices, and ensure transparency in how children's data is used.

How We Can Support You

The Kids Code Coalition brings together young people, parents, educators, medical professionals, technologists, and elected officials necessary to pass legislation in states.

The national, state, and local organizations the coalition brings together can help mobilize grassroots support for legislation and identify advocates for storytelling, press and media, and witness testimony in legislative committees.

Who's in the Kids Code Coalition?

The Kids Code Coalition includes national organizations like Accountable Tech, Center for Humane Tech, Common Sense Media, Design It For Us, Ekō, Fairplay for Kids, Issue One, MAMA, ParentsTogether, The Anxious Generation, and The Tech Oversight Project alongside state and local groups to advocate for kids' online safety.

For More Information

You can check out the Kids Code Coalition at KidsCodeCoalition.org. Please reach out to contact@kidscodecoalition.org with any questions or to schedule a meeting.