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**Leading Advocates for Children Applaud FTC Update of COPPA Rule**

*Fairplay and the Center for Digital Democracy see a crucial step toward creating safer online experiences for kids*

WASHINGTON, DC — December 20, 2023—The Federal Trade Commission has proposed its first update of rules protecting children’s privacy in a decade. Under the bipartisan Children’s Online Privacy Protection Act of 1998 (COPPA), children under 13 currently have a set of core safeguards designed to control and limit how their data can be gathered and used. The COPPA Rules were last revised in 2012, and today’s proposed changes offer new protections to ensure young people can go online without losing control over their personal information. These new rules would help create a safer, more secure, and healthier online environment for them and their families—precisely at a time when they face growing threats to their wellbeing and safety. The provisions offered today are especially needed to address the emerging methods used by platforms and other digital marketers who target children to collect their data, including through the growing use of AI and other techniques.

Haley Hinkle, Policy Counsel, Fairplay:

“The FTC’s recent COPPA enforcement actions against Epic Games, Amazon, Microsoft, and Meta demonstrated that Big Tech does not have carte blanche with kids’ data. With this critical rule update, the FTC has further delineated what companies must do to minimize data collection and retention and ensure they are not profiting off of children’s information at the expense of their privacy and wellbeing. Anyone who believes that children deserve to explore and play online without being tracked and manipulated should support this update.”

Katharina Kopp, Ph.D., Director of Policy, Center for Digital Democracy:

“Children face growing threats as platforms, streaming and gaming companies, and other marketers pursue them for their data, attention, and profits. Today’s FTC’s proposed COPPA rule update provides urgently needed online safeguards to help stem the tidal wave of personal information gathered on kids. The commission’s plan will limit data uses involving children and help prevent companies from exploiting their information. These rules will also protect young people from being targeted through the increasing use of AI, which now further fuels data collection efforts. Young people 12 and under deserve a digital environment that is designed to be safer for them and that fosters their health and well-being. With this proposal, we should soon see less online manipulation, purposeful addictive design, and fewer discriminatory marketing practices.”

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