

# Child's Play in the Digital Age: *Navigating the Privacy Playground*

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# Speakers



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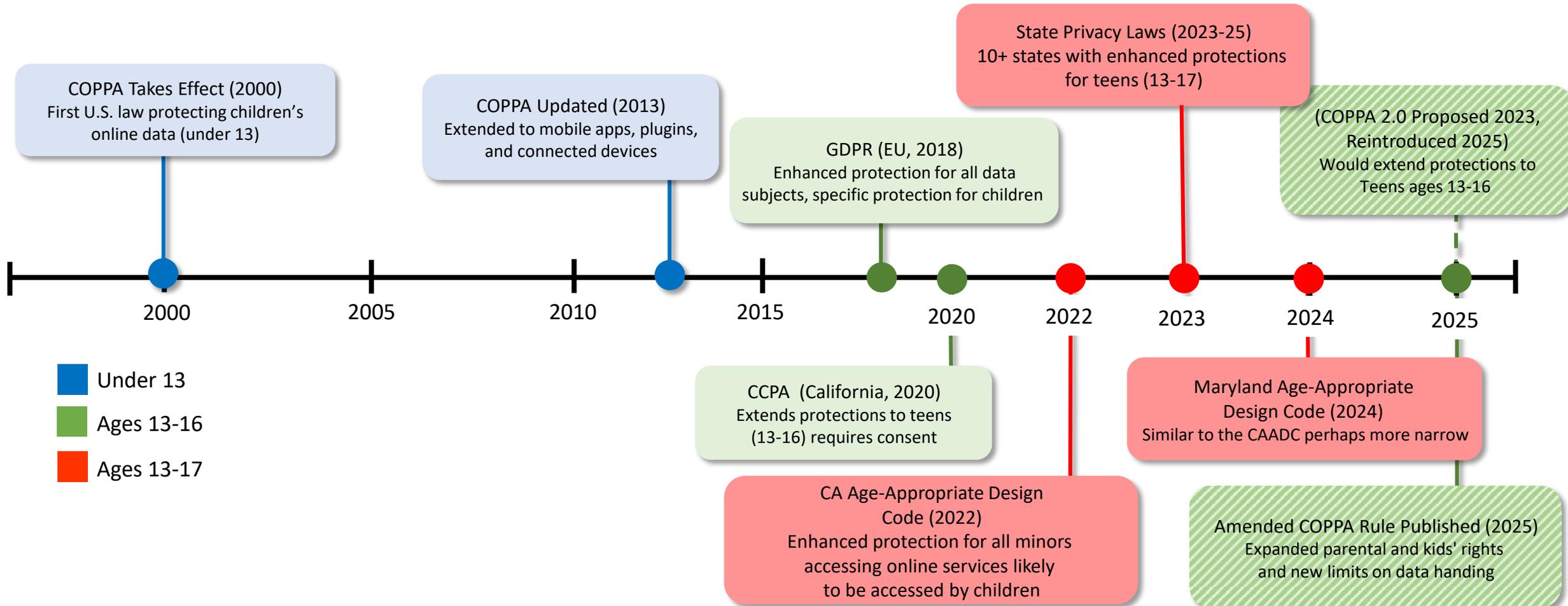


# Evolving Legal and Regulatory Landscape For Children's and Teen Privacy



Privacy+  
Security  
Forum

# 25 Years of Youth Online – Legal Evolution of Revolution?

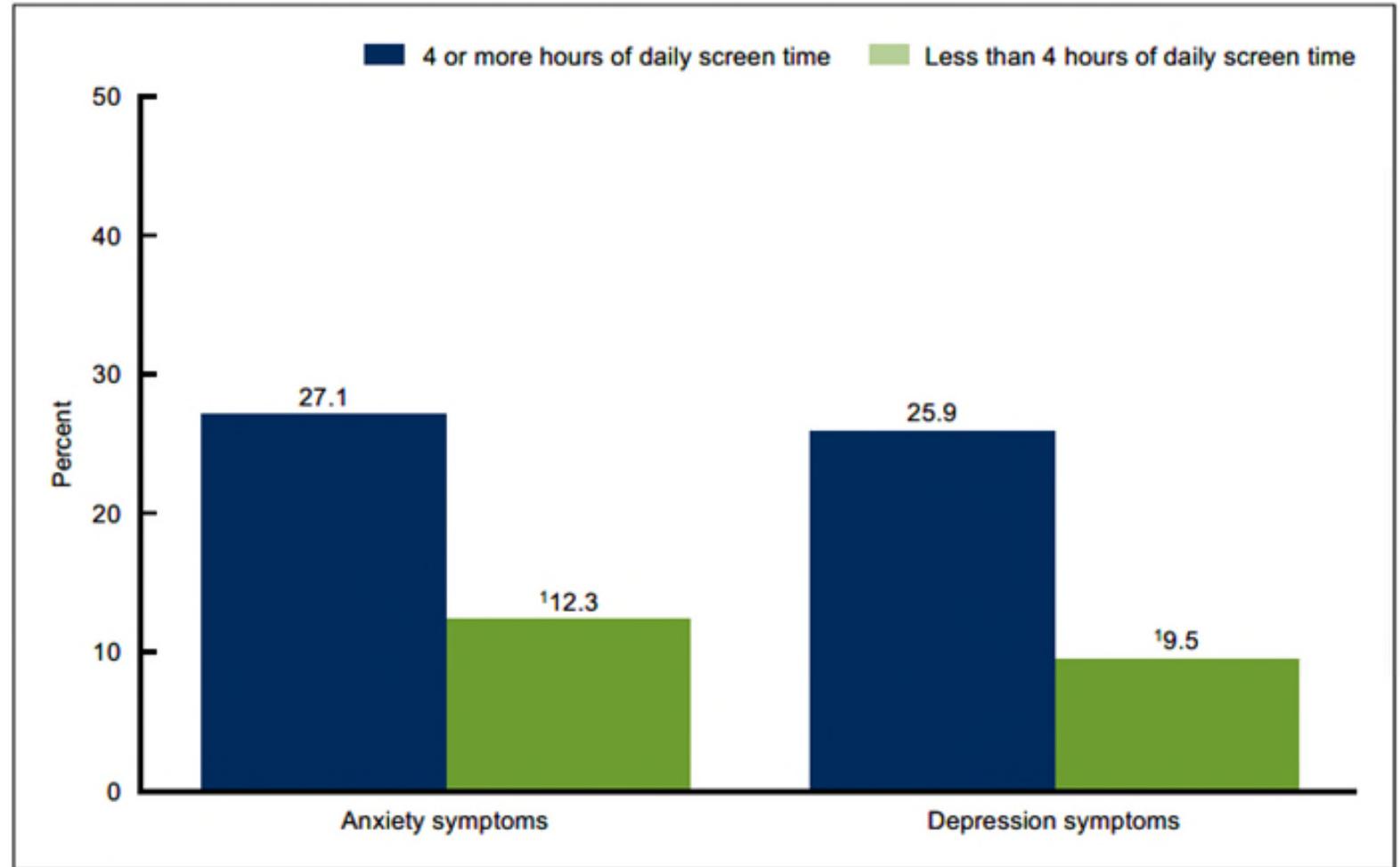


## Key Trends

1. Expanding age coverage from under 13 to include teens (13-17)
2. Expansion of federal protections and new state-level regulations

# Gatekeepers of the Playground: *Tackling Age Verification and Audience Management*

**Figure 4. Percentage of teenagers ages 12–17 who had symptoms of anxiety or depression in the past 2 weeks, by daily screen time: United States, July 2021–December 2023**

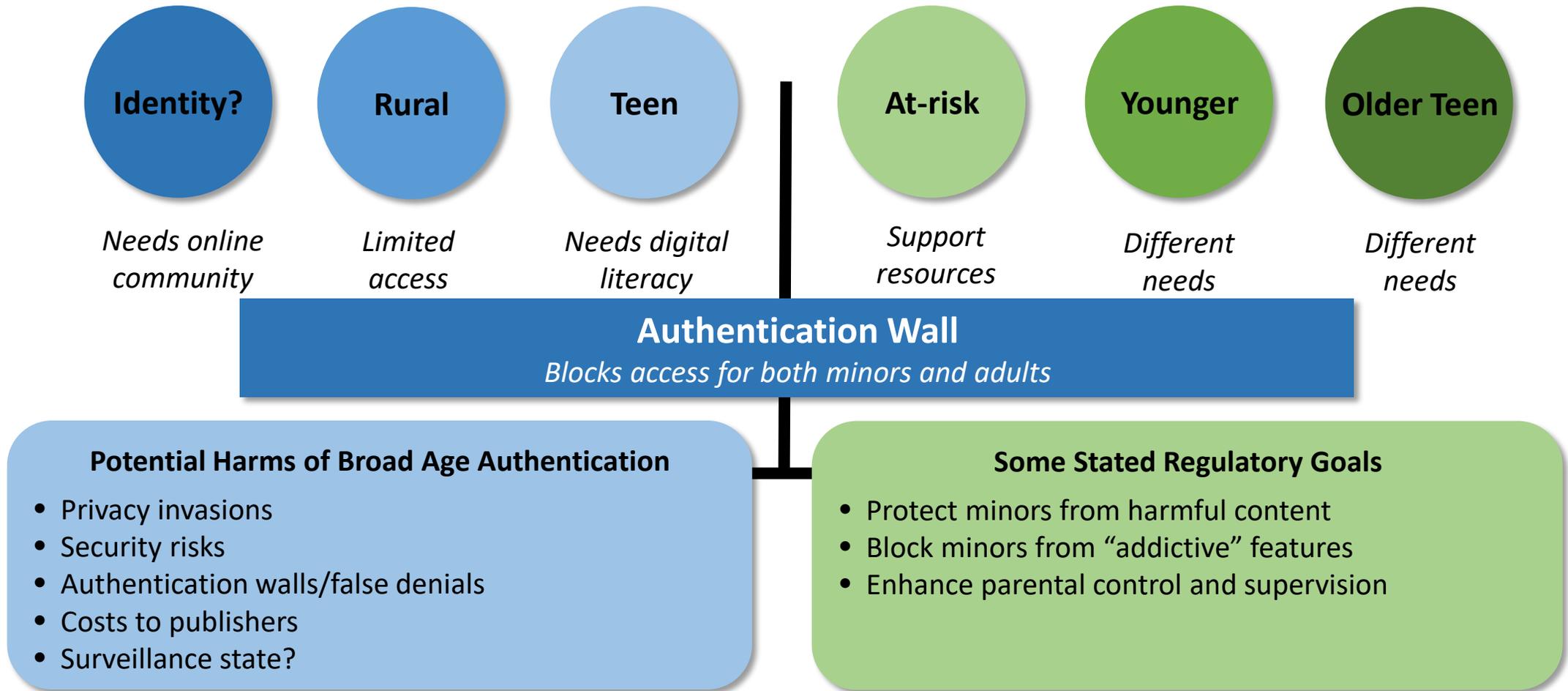


<sup>1</sup>Significantly different from teenagers with 4 or more hours of daily screen time ( $p < 0.05$ ).

NOTE: Estimates are based on household interviews of a sample of the U.S. civilian noninstitutionalized population.

SOURCE: National Center for Health Statistics, National Health Interview Survey–Teen, July 2021–December 2023.

# Balancing Speech, Access and Online Safety\*



# Playground Patrol: *Understanding Regulatory Actions and Their Impact*



## **Newly announced and recent enforcement activity**

- CA - search engine's data collection lawsuit (2025)
- NJ and MI -alleged COPPA violations (2025)
- Los Angeles +FTC -\$5 Million settlement alleging consumer protection and COPPA violations (2024)
- FTC – \$20 Million COPPA settlement with video game maker (2025)

## **Policy trends**

- FTC continues to focus on kids & teen privacy and online safety
- State regulators actively working to expand privacy and social media laws and bring enforcement actions (in some cases leveraging COPPA)



# Building Castles: *Crafting Effective Compliance Strategies in Digital Sandboxes*



## Best practices

- Adopt privacy-by-design principles
  - Make good use of risk assessments
- Engage technological solutions
- Ensure your promises match your deployments (make use of internal assessments and audits)
- Keep up with industry standards
- Maintain intentional cross-functional collaboration and unify risk-based messaging (legal, privacy, infosec, etc.)
- Invest in training and bottom-up compliance oversight
- Test products before launch for consumer comprehension to minimize confusion, frustration and complaints.
- Monitor complaints and consumer feedback across channels and proactively enhance disclosures, consumer interfaces and product behaviors when possible.

# The Horizon Beyond the Swings: *Future Privacy Trends for the Next Generation*

- **Emerging technologies**
- **Behavioral trends**
- **Regulatory evolution**
- **Industry innovations**



# Questions + Contacts



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