The Age Appropriate Design Code: How It Works

The Age Appropriate Design Code has been law in the UK since Sept 2021 and companies have since enacted hundreds of design changes. It is now also law in California where it passed with bipartisan support in 2022 and applies to all products and services likely to be accessed by under 18 year olds (where children and teens are a significant number of users).

Companies Covered by the Code: (in CA)

For-profit entities that meet one or more of the following: have $25 million or more in annual gross revenue, buy or sell the personal information 100,000 or more users, derive 50% of annual revenue from selling or sharing consumers' personal information.

Companies Must Stop:	Companies Must:
Selling kids personal information.	Set all default settings to the most private
Profiling kids unless profiling can be shown to be in their best interests.	Design kids' experiences based on their estimated age.
Collecting personal information about kids that they don't need to deliver the service.	Make it easy for kids to report privacy concerns.
Designing features that are detrimental to kids' well-being.	Enforce their terms & conditions.
Tracking kids' location unless doing so is essential for the service.	Let kids know when they are being monitored or tracked.
Using kids' data in ways for which they have not obtained explicit permission.	Provide all privacy notices in clear language that young users can understand.
Using data obtained to estimate age range for any other purpose.	Reasonably establish the age range of young users.
Using manipulative design to get kids to sign away their information .	Conduct a risk assessment of how they use kids' data.

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