

# Children and Teens' Online Privacy Protection Act (COPPA 2.0)

H.R.7890 Introduced by Representatives Kathy Castor (FL-14) and Tim Walberg (MI-5)



*"Children and teens are facing unprecedented pressure and manipulation online, resulting in a youth mental health crisis. Since COPPA's enactment in 1998, we've seen the Internet landscape change dramatically many times over. It's time we strengthen and modernize the law to better protect our most vulnerable. As young people spend more and more time online, there is an ever-growing need for stronger data protections."*

**Representative Tim Walberg**



## Facts

Digital media and popular social media platforms are increasingly embedded in young people's lives. Research shows that children under the age of 8 consume digital media for almost two and a half hours a day, and over two-thirds of 5- to 8-year-olds have their own tablet or smartphone.

Pew Research Center, July 2020, "Parenting Children in the Age of Screens" Rideout, V., & Robb, M. B. (2020).

The Common Sense census: Media use by kids age zero to eight, 2020. San Francisco, CA: Common Sense Media

Big Tech companies are well aware that kids use their social media platforms in violation of their terms of service. But instead of removing young users from their platforms, tech companies track the online behavior of young users, collect their data, and use that data to precisely target advertisements and content toward minors in order to maximize the time that they spend online. The Children's Online Privacy Act (COPPA) is currently the only law protecting kids online, but it's long overdue for an update, given it was passed in 1998 before social media even existed. COPPA 2.0 would finally create the updated protections that young people need in the modern digital media environment. The bill would expand privacy protections to teenagers for the first time, and aims to impose data privacy rules for minors' sensitive data, which would significantly curtail Big Tech's ability to target minors with precision.

### Key elements of COPPA 2.0 include:

- Expand protections to teenagers under the age of 17
- Ban targeted advertising to all minors under the age of 17
- Prevent Big Tech from purposefully overlooking the presence of underage users on their platforms by holding them accountable for users' companies should know are minors based on the circumstances
- Add additional categories of protected personal data, including biometric information and geolocation information
- Limit the scenarios in which online platforms can collect kids' and teens' personal information

