Age appropriate design:

a code of practice for online services

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Why is a code needed?

- A ground-breaking set of standards designed to reflect the new and dynamic ways in which children's personal data is used online.

- Not keeping children off the internet but **safer** on the internet.

"We are not seeking to protect children **from** the digital world, but to protect them **within** it."

Elizabeth Denham CBE, Information Commissioner

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Code overview

- Introduced by the Data Protection Act 2018, the draft code sets out **16 standards** of age appropriate design for online services which process personal data and are **likely to be accessed by children**.

- This includes services such as apps, connected toys, social media platforms, online games, educational websites and streaming services.

- The code gives practical guidance on data protection safeguards that ensure **online services are appropriate** for use by children.

- When finalised, it will be the **first of its kind** and set an international benchmark.

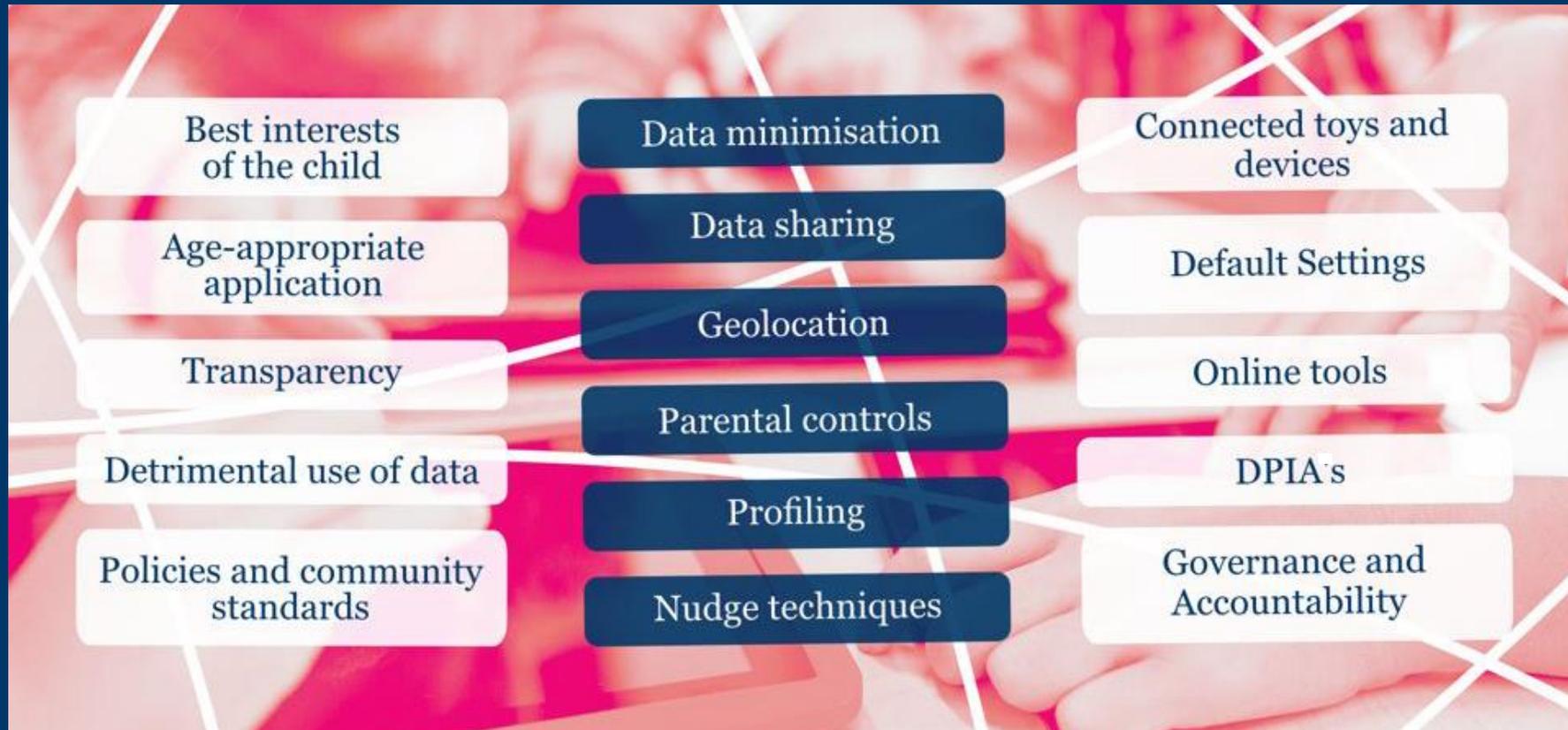ico.

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Code overview - continued

- The standards in the code are **rooted in existing data protection laws**. Organisations should follow the code and demonstrate that their services **use children's data fairly** and in compliance with data protection law.

- The code takes into account the provisions of the **United Nations Convention on the Rights of the Child (UNRC)**.

- It leaves online service providers in no doubt about what is expected of them when it comes to **looking after children's personal data**.

- It helps create an **open, transparent and safer place** for children to play, explore and learn online.

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Informing the Age Appropriate Design Code

- Call for evidence **from a range of stakeholders** on the **development stages of childhood** and age appropriate design standards.

- Conducted **research** with **children and parents/carers** to obtain their views.

- Public consultation on **draft** code – closed **on 31 May 2019.**

- Over **450 responses** received

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Summary of code standards

Best interests of the child

Age-appropriate application

Transparency

Detrimental use of data

Policies and community standards

Data minimisation

Data sharing

Geolocation

Parental controls

Profiling

Nudge techniques

Connected toys and devices

Default Settings

Online tools

DPIA's

Governance and Accountability

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Consultation Responses:

We've analysed our consultation feedback and used this to help us make changes to the code. We will publish consultation responses and a summary and consideration of responses when to lay the code before the UK Parliament.

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AADC – Top five positives:

- The code takes a **principles based** approach

- The code centres around the **best Interests of the child**

- Children can enjoy the **benefits** and **opportunities** of the internet whilst **staying safe**.

- **Privacy** is the **default** for children

- The code acknowledges **different developmental stages**

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AADC – Top five concerns:

- The code will be **expensive** to implement

- The code is too **broad** in its **scope**

- The code should be **more proportionate** in its approach.

- It will be **difficult** to make websites **age appropriate** – there is no one size fits all approach

- The code could have a **negative impact** on **freedom of the press**.

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AADC – The Challenge:

How far we can address these concerns in a way that maintains the ambition of the code?

We want to change the way that children's personal data is currently used online by default, and improve their privacy experience.

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Next steps

- Consultation closed on **31 May 2019**

- Team have **logged and analysed** consultation responses

- Team have sought **additional advice** and made **changes** based on **feedback and advice**.

- **Publish** consultation **responses** and **ICO response**

- Lay code before **Parliament** for **MP's** to consider

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