

Children
and Screens

Institute of
Digital Media and
Child Development

UK Age-Appropriate Design Code Impact Assessment

Presented by

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The UK age-appropriate design codes

- Kids Codes, AADC, or design codes
- Data Protection Act (DPA) protects individual privacy and data rights in the UK
- Issued the age-appropriate design codes to help companies comply with the DPA when children use a platform



The UK Design Codes

1. Best interests of the child
2. Data protection impact assessments (DPIA)
3. Age appropriate application
4. Transparency
5. Detrimental use of data
6. Policies and community standards
7. Default settings
8. Data minimisation
9. Data sharing
10. Geolocation
11. Parental controls
12. Profiling
13. Nudge techniques
14. Connected toys and devices
15. Online tools

Methods

Platform Selection

Youtube

TikTok

SnapChat

Instagram

Amazon Marketplace

Google Search

Methods

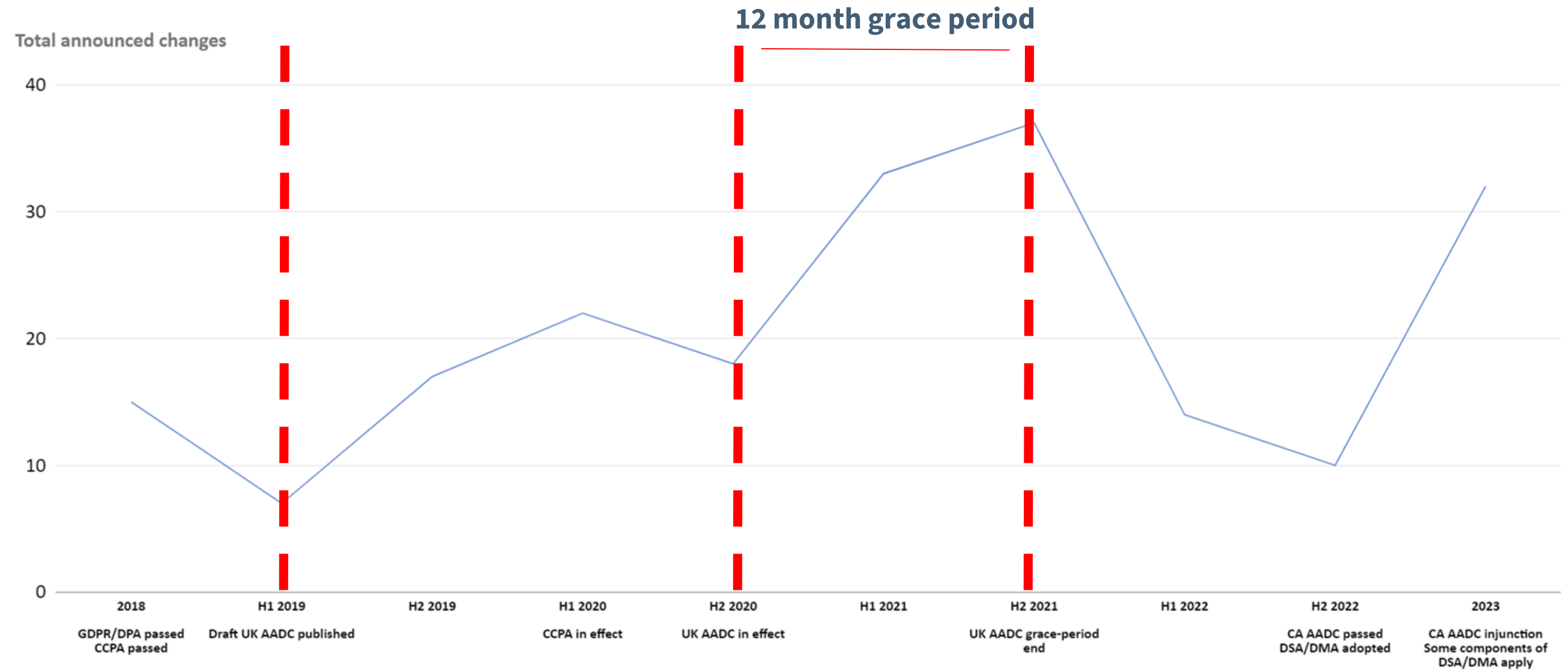
Data Collection

Data: Platforms' press releases announcing changes related to the design codes

May 2018 - September 2023

- **2018** - Start of the Data Protection Act
- **2021** - Full enforcement of the design codes
- **September 2023** - 2 years after full enforcement of the UK design codes

91 changes



4 Domains

Time Management

Help users get off
the app

E.G. Curfews on
push notifications

Age-Appropriate Design

Changes tailored
for specific age
groups (e.g. young
vs older teens)

E.G. Earlier
curfews for
younger teens

Youth Safety and Well-Being

Protect users
from physical or
psychological
harm

E.G. Making it
harder for adults
to contact youth

Privacy/Security and Data Management

Protect user data
and privacy; user
control over data
use

E.G. Strong
default privacy
settings

The UK Design Codes

Prescriptive Codes

Tell a company exactly what to do

E.G. Strong default privacy settings

Consistent across platforms

Non-Prescriptive Codes

Sets a high goal with few concrete steps

E.G. Best interest of the child or age appropriate design

Variable across platforms

Novel approaches and features

Non-prescriptive examples

Instagram will notify minors when they are interacting with an adult who has been flagged for suspicious behavior.

On YouTube, the dislike count is private across the platform, to minimize harassment of content creators.

On TikTok, certain search terms will now be directed to resources about the dangers of human smuggling and trafficking

And many, many others!

Takeaways

Companies can comply

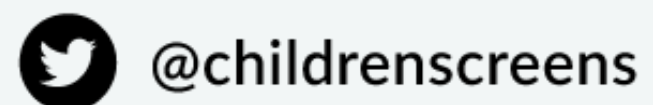
Nothing bad happened

Companies don't do much until they are compelled

Companies follow clear guidelines, try to reach a high bar when compelled

Thank You

childrenandscreens.org



Helping children
lead healthy
lives in a digital
world.

The UK Design Codes

1. Best interests of the child

The best interests of the child should be a primary consideration when you design and develop online services likely to be accessed by a child.

3. Age appropriate application

The age range of your audience and the different needs of children at different ages and stages of development should be at the heart of how you design your service and apply this code.

7. Default settings

Settings must be 'high privacy' by default.

Methods

Platform Selection

- 1. Platforms with more than 45 million monthly users in the EU**
- 2. Top social media platforms used by youth (Youtube, TikTok, SnapChat, and Instagram)**
- 3. E-commerce platform and search engine with the largest market shares in both the UK and US (Amazon Marketplace and Google Search)**

Youtube, TikTok, SnapChat, Instagram, Amazon Marketplace and Google Search

91 changes across 4 domains

Time Management

- TikTok introduced a curfew on push notifications for users under 18

Age-Appropriate Design

- TikTok's "curfew" on push notifications has different settings for younger adolescents compared to older adolescents

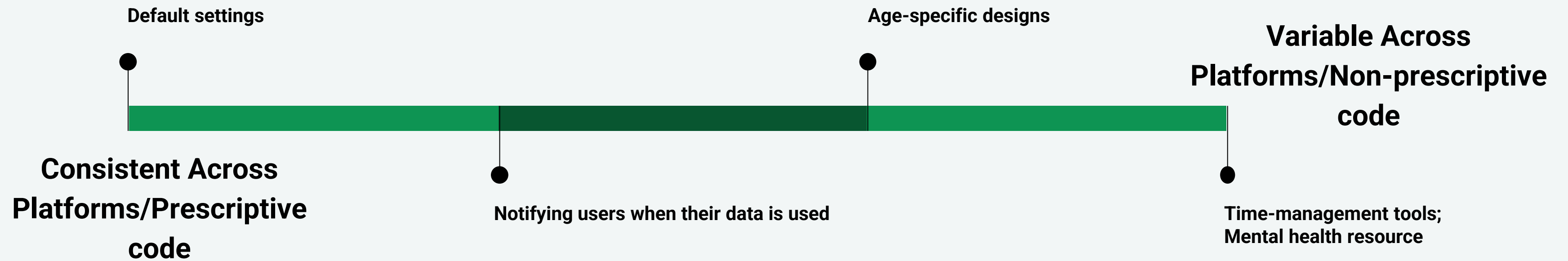
Youth Safety and Well-Being

- TikTok updated its reporting mechanisms in the app and clarified them in their guidelines

Privacy/Security and Data Management

- On Instagram, users can no longer tag minors who do not follow them
- Instagram allows users to revoke third-party app access to new content on their accounts

Platforms will comply



4 domains

Time Management

- Curfews on push notifications, tools to manage screen time

Age-Appropriate Design

- Designs and features are more customized to specific developmental stages (e.g. young vs older teens)

Youth Safety and Well-Being

- Better reporting mechanisms, easier for users to hide content, harder for adults to contact minors

Privacy/Security and Data Management

- Strong default privacy settings, easier for minors to delete their information

4 Domains

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the app

E.G.
Best interest of the
child

Nudge techniques

Age-appropriate
design

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data