



# Vermont Kids Code

## EXEMPTIONS

- Non-profits
- HIPAA covered entities
- Clinical trial data
- Journalism
- Government sites

## SCOPE

The Vermont Kids Code applies to **online services, products, or features that:**

- Are for-profit companies operating in VT
- Collect or have collected personal data
- Annually buy, receive, sell, or share personal data of 50%+ of business consumers
- Are reasonably likely to be accessed by children under 18

### Social Media

Instagram, TikTok, Snap

### Gaming

Fortnite, Roblox, Candy Crush

### Streaming

Netflix, Amazon Prime, Youtube

### Ed Tech

KhanAcademy, Google Classroom

## BUSINESSES IN SCOPE

### MUST

- Set all default settings to the most private
- Design age-appropriate experiences for kids
- Make it easy to report privacy concerns
- Let kids know when they are being tracked
- Provide privacy notices in clear language
- Give tools to help kids and parents exercise their privacy rights

### MUST NOT

- Sell kids' personal information
- Use dark patterns and addictive designs
- Design features that are detrimental to kids' well-being
- Unnecessarily track kids' location
- Use kids' data without explicit permission
- Collect unnecessary personal information

## EXAMPLE CHANGES BY SERVICE

### Social Media

- Default privacy settings to private or friends only
- Remove harmful features (e.g. stranger messaging, limiting notifications, time restrictions)
- Disable targeted ads based on profile data

### Gaming

- Limit collection of personal data not needed for core gameplay
- Turn off location tracking by default
- Remove in-game monetization features like loot boxes

### Streaming

- Turn off autoplay by default for kids' profiles
- Require parental consent for collection of viewing history
- Restrict behavioral advertising based on viewing history data

### Ed Tech

- Restrict advertising based on learning profiles
- Disable tracking of schoolwork progress for marketing
- Anonymize user data used for product analytics