

To Senator Ram Hinsdale and members of the Committee on Economic Development, Housing and General Affairs,

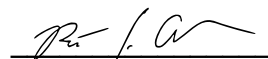
As a Vermont entrepreneur in the technology sector, I'd like to express strong support for the Vermont Kids Code (H. 712/ S. 289). In 2012, I co-founded Faraday, an AI platform that helps consumer businesses find, convert, and engage their customers. Faraday is headquartered in Burlington and employs 30+ Vermonters.

I'm also a Vermont parent, and keenly aware of the challenges kids face online in our modern world. I believe that tech innovation should not come at the expense of young people's well-being. Unfortunately, I think research has made clear that some companies have prioritized features that drive user engagement, while damaging kids and teens along the way. With the Vermont Kids Code, Vermont can prioritize innovation *and* the well-being of our young people. I believe deeply that these priorities can, and should, walk hand-in-hand.

I want to be clear that I believe Vermont needs to support business and innovation within the state not only to nourish our economy, but also to draw tech and business talent to Vermont. I certainly have seen in Vermont how regulation can thwart innovation, but this is not a universal truth. Smart regulation can actually catalyze markets, new products, and better business practices. I believe Vermont Kids Code will do just this, while ensuring that tech companies implement crucial safety-by-design and privacy-by-default measures that protect kids as they interact with others online.

Optimizing for kids' well-being online is a form of innovation, and as a tech entrepreneur and a parent, I want to see Vermont leading the pack in America on this front.

I strongly encourage your positive vote on Vermont Kids Code (H. 712/ S. 289).



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Robert F. Adler