

Age-Appropriate Design Code

*Testimony in support of S.289
Vermont House Committee on Commerce
and Economic Development*

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Tech-Intentional Design Code for EdTech



- Informed Consent
- Skills Before Screens

The Student Data Privacy Project: FERPA

Minnesota Family:

- 2,000 files for one child
- Written work
- Baby photos
- Videos of her doing yoga in her bedroom in online P.E. class



Internet Safety Lab Report: K-12 EdTech Safety Benchmark

Most U.S. schools use some EdTech platforms:

- Average 125 EdTech platforms per school
- 96% of apps shared data with third parties
- 28% were “non-education specific” (YouTube, Spotify)
- 23% expose children to digital ads, creating a risk for leaking personal data to ad companies

The EdTech Industry



- Global market for EdTech
- Worth \$150 billion today
- By 2034, estimated to be worth \$550 billion

Source: Market.us, “Global EdTech Market Analysis by Type” Forecast (2024)

Skills Before Screens: Carly's Story



**This is not parent's fault.
We can't do this alone.**

The Solution: Tech-Intentional™ Design

"Tech-intentional design in technology-based products used by children for education would mean that technology companies must create screen-based technology choices that are in line with child development and the pedagogy of learning; that put the best interests of a child before the profits of a company; that never monetizes a child's attention or data; and which requires informed consent and transparency."

Emily Cherkin, M.Ed., The ScreenTime Consultant

Informed Consent

- Information about each platform is easily understood by families and students
- Clarity about how data is used, collected, and stored
- Easily accessible
- Parents can easily opt their child out
- No negative reprisal or consequences for opting out

Skills Before Screens

- Child development before technology
- Technological solution must be better than an analog option
- Default to pencil and paper
- Use **independent** research to support EdTech implementation

Artificial Intelligence: A Warning



Children are not standardized.

Education is not a business.

**Teaching and learning is rooted in
real-life relationships.**

Thank you!



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