

The Vermont Kids Code: How It Works

The Vermont Kids Code, an Age Appropriate Design Code model, is a consumer protection bill that requires common sense practices of privacy and safety by design to protect children under 18 online. In the same way that we test cribs and car seats and put nutrition labels on foods, the internet should have product safety standards for children and teens.

The Vermont Kids Code is modeled after the UK Age Appropriate Design Code which has been in effect in the UK for two years and has compelled Big Tech to change the designs of their products to put kids' best interests first.

Companies Must Stop:	Companies Must:
Selling kids personal information.	Set all default settings to the most private.
Profiling kids unless profiling can be shown to be in their best interests.	Design age appropriate experiences for kids' based on set age ranges.
Collecting personal information about kids that they don't need to deliver the service.	Make it easy for kids to report privacy concerns.
Designing features that are detrimental to kids' well-being.	Determine whether kids are reasonably likely to access their online product, service, or feature.
Tracking kids' location unless doing so is essential for the service.	Let kids know when they are being monitored or tracked.
Using kids' data in ways for which they have not obtained explicit permission.	Provide privacy notices in clear language that young users can understand.
Using manipulative design to get kids to sign away their information.	Conduct a risk assessment of how they use kids' data.



For more information, please email info@VTKidsCode.com or visit VermontKidsCode.com