

Age Appropriate Design Code of Practice

A code of practice for online services

STANDARDS OF AGE-APPROPRIATE DESIGN

PARENTAL CONTROLS

If you provide parental controls, give the child age appropriate information about this. If your online services allows a parent or carer to monitor their child's online activity or track their location, provide an obvious sign to the child when they are being monitored.

AGE APPROPRIATE APPLICATION

Consider the age range of your audience and the needs of children of different ages. Apply the standards in the code to all users, unless you have robust age-verification mechanisms to distinguish adults from children.

DEFAULT SETTINGS

Settings must be 'high privacy' by default (unless you can demonstrate a compelling reason for a different default setting, taking account of the best interests of the child).

PROFILING

Switch options which use profiling off by default (unless you can demonstrate a compelling reason for profiling, taking account of the best interests of the child). Only allow profiling if you have age appropriate measures in place to protect the child from any harmful effects (in particular being fed content that is detrimental to their health of wellbeing).

GEOLOCATION

Switch geolocation options off by default (unless you can demonstrate a compelling reason for geolocation, taking account of the best interests of the child), and provide an obvious sign for children when location tracking is active. Options which make a child's location visible to others must default back to off at the end of each session.

DATA PROTECTION IMPACT ASSESSMENTS

Undertake a DPIA specifically to assess and mitigate risks to children who are likely to access your service, taking into account different ages, capacities and development needs. Ensure that your DPIA builds in compliance with this code.

DATA SHARING

Do not disclose children's data unless you can demonstrate a compelling reason to do so, taking account of the best interests of the child.

CONNECTED TOYS AND DEVICES

If you provide a connected toy or device ensure you include effective tools to enable compliance with this code.

ONLINE TOOLS

Provide prominent and accessible tools to help children exercise their data protection rights and report concerns.

POLICIES AND COMMUNITY STANDARDS

Uphold your own published terms, policies and community standards (including but not limited to privacy policies, age restriction, behaviour rules and content policies).

NUDGE TECHNIQUES

Do not use nudge techniques to lead or encourage children to provide unnecessary personal data, weaken or turn off their privacy protections or extend their use.

DATA MINIMISATION

Collect and retain only the minimum amount of personal data you need to provide the elements of your service in which a child is actively and knowingly engaged. Give children separate choices over which elements they wish to activate.

TRANSPARENCY

The privacy information you provide to users and other published terms, policies and community standards, must be concise, prominent and in clear language suited to the age of the child. Provide additional specific 'bite-sized' explanations about how you use personal data at the point that use is activated.

DETRIMENTAL USE OF DATA

Do not use children's personal data in ways that have been shown to be detrimental to their wellbeing, or that go against industry codes of practice, other regulatory provisions or Government advice.

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.

WHAT DO YOU MEAN BY AN 'INFORMATION SOCIETY SERVICE'?

Any service normally provided for remuneration, at a distance, by electronic means and at the individual request of a recipient of services. Essentially this means that most online services are ISS, including apps, programs and many websites including search engines, social media platforms, online messaging or internet based voice telephony services, online marketplaces, content streaming services (e.g. video, music or gaming services), online games, news or educational websites, and any websites offering other goods or services to users over the internet. Electronic services for controlling connected toys and other connected devices are also ISS

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