Do you collect personal data from children, whether deliberately or by accident? If so you'd better read this…

If you provide goods or services online that might be of interest to children then you're going to want to go through the ICO's "Age Appropriate Design Code of Practice" - a code requiring minimum standards of any online service aimed (or which is likely to interest) children.

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You're likely to want to check your website and your processes for collecting personal information (in particular if you share that information with anyone).

So whether its computer games, sportswear, schools, toys, retail offers, food or education – for every digital business - if you don't comply with the code then there's a risk your use of children's personal data may be unfair - and that you may find yourself in breach of your obligations as a data controller.

The code runs to 146 pages (including a template DPIA) but the principles are summarised in the attached infographic.

If you're collecting data from children, then you need to read and comply with the code.

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Related expertise

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