Age appropriate design:

a code of practice for online services

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Why is a code needed?

- A ground-breaking set of standards designed to reflect the new and dynamic ways in which children's personal data is used online.
- Not keeping children off the internet but safer on the internet.

"We are not seeking to protect children **from** the digital world, but to protect them **within** it."

Elizabeth Denham CBE, Information Commissioner

Informing the Age Appropriate Design Code

- More than half (53%) of **3–4 year olds** and almost all (99%) of **12–15 year olds** were online in 2017.

"They [terms and conditions] are long, boring and I never read them. But you've got to accept them"
13–15-year old, Essex

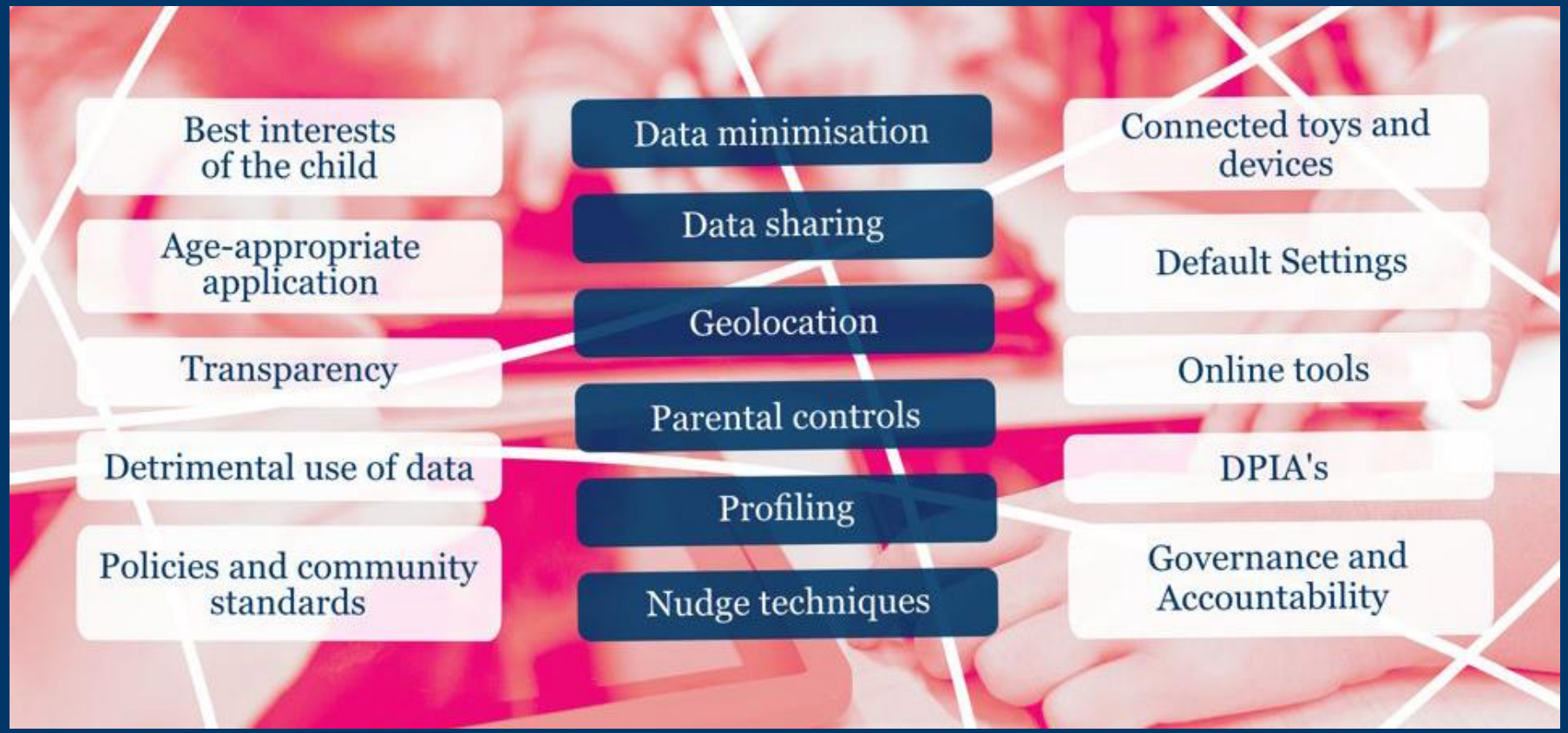
"I wish you didn't have to accept them [cookies]. But realistically you just do"
13–15-year old, Derby

"Whenever it [enabling location services] pops up, I just accept straight away. I don't think twice about it"
10–12-year old, London

Code overview

- Introduced by the Data Protection Act 2018, the draft code sets out **16 standards** of age appropriate design for online services like apps, connected toys, social media platforms, online games, educational websites and streaming services.
- The code gives practical guidance on data protection safeguards that ensure **online services are appropriate** for use by children.

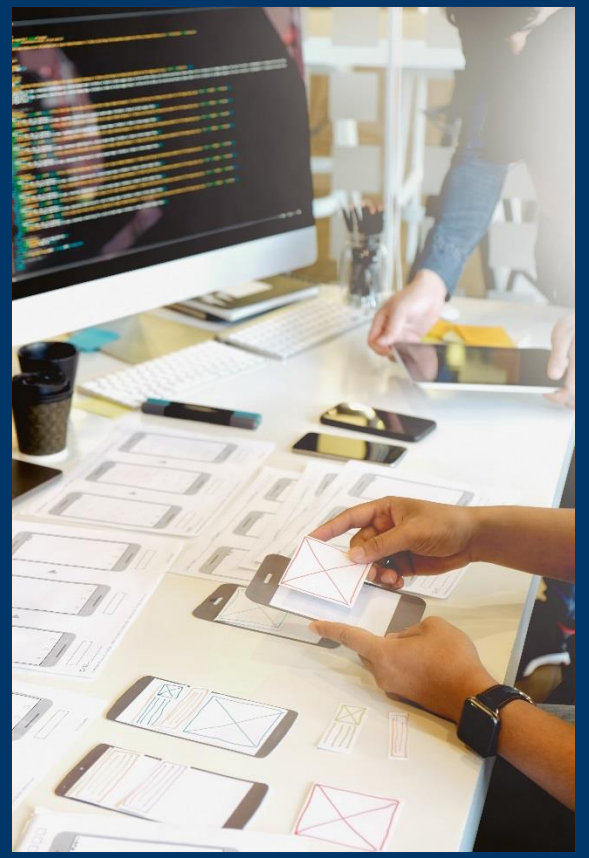
Summary of code standards



Best interests of the child

- The best interests of the child should be a **primary consideration** when designing and developing online services likely to be accessed by a child.

- By considering the best interests of child users in all aspects of the design of online services, organisations should be well placed to comply with the 'lawfulness, fairness and transparency' principle.



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).

- Privacy must be built in and not bolted on.

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 should default back to off at the end of each session.

Data protection impact assessments

- DPIA is a defined process to help organisations **identify and minimise the data protection risks** of their service – and in particular the specific risks to children who are likely to access a service.

- Undertake a DPIA specifically to **assess and mitigate risks to children** who are likely to access a service, taking into account differing ages, capacities and development needs.

Next steps

- Consultation closes on **31 May 2019**
- Draft code to be laid before Parliament
- Collaboration beyond the UK

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