5 Ways the **Kids Online Safety and Privacy Act** Will Protect Your Kids

The Kids Online Safety and Privacy Act (KOSPA) just passed the U.S. Senate and now moves to the House of Representatives. Here are 5 things this bill will do if it becomes law to protect kids:

1. **Force tech companies to design their platforms to prioritize kids’ safety and well-being.**

   Kids are attracted to risky content, and that drives engagement for social media companies. Under this bill, kids and teens would no longer be driven to potentially harmful content in their feeds, such as posts that promote eating disorders, suicide, or substance abuse.

2. **Ban targeted advertising to kids and teens.**

   Kids and teens are uniquely vulnerable to ads because young people are often impulsive and don’t fully understand when they’re being targeted or even when they’re seeing an ad. This bill would ban targeted advertising to kids and teens.

3. **Minimize the amount of data collected on kids.**

   By the time a kid is 13, over 72 million pieces of personal data will have been collected about them. Companies can use that data to push content on them that they know is addictive or dangerous. KOSPA would require companies to reduce the amount of data they collect on young people.

4. **Force companies to change design features that keep kids scrolling.**

   Social media platforms use features like endless scroll, autoplay, and algorithmic recommendations to keep kids online for long periods of time. KOSPA would require companies to give kids and teens the option to turn off these features.

5. **Give parents and kids more tools and safeguards to enjoy the internet without predatory behavior or bullying.**

   The bill would make the strongest privacy settings the default for young user accounts, making it harder for predators or hackers to contact or track them. It would also strengthen reporting mechanisms on platforms, so kids and teens or their parents and teachers can easily report to the platform when they experience harm.

KOSPA would provide long overdue and common sense protections for kids and teens online. Help us get it across the finish line!