

# Children and Teens' Online Privacy Protection Act 2.0

*Legislation to strengthen privacy protections for minors online*

[S 1418](#) and [H.R. 7890](#), co-authored by Sens. Markey (D-Mass.) and Cassidy (R-La.), and Reps. Walberg (R-MI-5) and Castor (D-FL-14), as revised on April 10, 2024.

**What does the Children and Teens' Online Privacy Protection Act 2.0 do?** COPPA 2.0 amends the Children's Online Privacy Protection Act of 1998—a 25-year-old law protecting children under age 13—to strengthen protections related to the online collection, use, and disclosure of personal information of minors under age 17. **The bill was introduced on a bipartisan basis in the House in April 2024.** A Senate version was unanimously approved by the Senate Commerce Committee in July 2023, and revisions to that bill were released in February 2024.

**How are children and teens uniquely vulnerable to online data collection?** Data privacy for kids is essential. Young people's brains develop gradually, and they do not become capable of critically assessing what they see online until they are older. For example, our research, [AdTech and Kids: Behavioral Ads Need a Time-Out](#) shows most kids cannot distinguish an ad from content until they are at least 8 years old, and most children do not realize that ads can be customized to them. This enables businesses to manipulate kids and teens without them even realizing they are being manipulated.

Children and teens are also prone to oversharing without understanding its consequences. According to the Children's Commissioner report, [Who Knows What About Me?](#), they believe the information they share remains on their device or within an app or game, and that deleting that information on the device or within the app will delete it from the internet. The research study, ["They See You're a Girl If You Pick a Pink Robot with a Skirt" ... How Children Conceptualize Data Processing and Digital Privacy Risks](#), revealed that children and teens also do not understand that an app may

gather information about them from sources outside the app.

## Why do we need an update to the existing law?

Current law does not protect kids and teens on the internet as it looks today. Social media and other online platforms are contributing to a youth mental health crisis we are seeing in our nation, and the glaring lack of privacy protection that kids and teens have online plays a key role. According to research from SuperAwesome, [SuperAwesome launches Kid-Safe Filter to prevent online ads from stealing children's personal data](#), by the time a child is 13, over 72 million pieces of personal data will have been captured about them. Tech companies use this data to serve up algorithmic recommendations and amplify addictive and harmful content, including posts promoting eating disorders and self-harm, to young users with extreme precision to increase their engagement. Stronger data privacy protections for minors is the first step toward making the internet healthier and safer for young users.

## What will COPPA 2.0 specifically do?

- Expand protections to teens age 13–16 by requiring their opt-in consent before data collection
- Ban targeted advertising to all covered minors
- Close a loophole in COPPA that allows sites and apps to turn a blind eye to young people using their services and evade compliance
- Modernize the law to address risks posed by new technologies
- Minimize the amount of data collected and used on minors