

Stop Addictive Feeds Exploitation (SAFE) for Kids Act

*Legislation prohibiting the provision of an addictive feed to a minor – **SUPPORT***

[S7694](#), Sponsored by NY Senator Andrew Gounardes; and [A8148](#), Sponsored by NY Assemblywoman Nily Rozic

What does the SAFE for Kids Act do? This bill protects kids online by limiting social media companies' ability to use addictive feeds that keep kids glued to their devices, and it prevents companies from waking kids at all hours of the night with notifications and pings from addictive feeds, unless parents consent.

The SAFE for Kids Act:

- Stops social media companies from serving addictive feeds to children and teens without parental consent. (However, parents would not get additional access to teens' social media accounts);
- Prohibits social media companies from pushing notifications from addictive feeds to children and teens between midnight and 6am, unless approved by a parent;
- Prevents companies from retaliating against users who do not opt-in to addictive feeds, and;
- Allows for New Yorkers to hold social media companies accountable for violations of this Act by filing a complaint with the Attorney General's Office.

How does the SAFE for Kids Act protect New York's Kids and Teens? The bill would protect New York children's and teens' mental health, including improving their sleep, by limiting social media companies' use of addictive feeds and disruptive notifications.

Why do we need the SAFE for Kids Act? According to the U.S. Surgeon General's report, [Social Media and Youth Mental Health: The U.S. Surgeon General's Advisory](#), up to 95% of youth ages 13-17

report using social media, with more than a third saying they use social media "almost constantly."

Social media companies use personally tailored and targeted feeds ("addictive feeds") to get kids and teens to view and engage with platforms longer to make larger profits. For social media companies, time online equals more money. Addictive feeds have had an increasingly devastating effect on children and teens, contributing to significantly higher rates of youth depression, anxiety, suicidal ideation, and self-harm.

Additionally, our research, [Constant Companion: A Week in the Life of a Young Person's Smartphone Use](#), has shown that kids and teens are struggling to set their own boundaries when it comes to fielding the barrage of notifications from apps on their smartphones.

Isn't there proposed federal legislation that does this too? There are big differences between this NY bill and proposed federal legislation (the Kids Online Safety Act or "[KOSA](#)"). The SAFE for Kids Act focuses on addictive feeds and time limitations on notifications. KOSA requires social media companies to design their platforms to prioritize children and teens' health and well-being and offer parents and minors safeguards and tools, like strong default settings.

We need to protect kids online now!