

Kids Protecting the Information of our Vulnerable Children and Youth Act (PRIVCY) Act

Introduced by Representative Kathy Castor (FL-14)

“It’s time to strengthen online protections for our youngest neighbors and bring these safeguards into the 21st century.”
-Representative Castor

Facts

Good privacy legislation will help protect children from predators, marketers, and data brokers. The PRIVCY Act will force platforms like YouTube and Instagram to put children's interests first.

About our coalition

This bill is supported by children’s advocacy organizations, health care professionals and privacy experts, including: Fairplay, Accountable Tech, American Academy of Pediatrics, Center for Digital Democracy, Center for Humane Technology, Common Sense, ParentsTogether, RAINN (Rape Abuse and Incest National Network), and Exposure Labs, the producers of *The Social Dilemma*.



Young people are spending more time than ever online, but the only US law that protects their privacy, the Children’s Online Privacy Protection Act (COPPA), was written long before the existence of smartphones and social media. The PRIVCY Act builds on COPPA and expands privacy protections for children and teens, incorporating key elements of the UK’s Age-Appropriate Design Code, which mandates that platforms young people are likely to visit must be designed with their best interests in mind.

The PRIVCY Act would:

- Give teens internet privacy protections for the first time. Thirteen-year-olds shouldn't be treated as adults on the internet!
- Protect children where they are. COPPA only applies to child-directed sites, but kids spend a lot of time on the same platforms that adults do. The PRIVCY Act would apply to sites likely to be accessed by children or teens.
- Move beyond the rules of “notice and consent” to prohibit harmful uses of data and require digital services to make the best interests of young people a primary consideration when designing their platforms.
- Ban harmful data-driven surveillance advertising to all users under 18.
- Increase enforcement and hold online services accountable. The bill creates a Youth Privacy and Marketing Division at the Federal Trade Commission (FTC) and creates a private right of action.