

# Protecting the Information of our Vulnerable Adolescents, Children and Youth Act (PRIVACY Act)

Introduced by Representative Kathy Castor  
(FL-14)

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“Parents and families deserve a 21st century privacy law that can contend with a 21st century internet. Companies continue to knowingly target kids, and it is past time they are penalized for violating privacy protections.”

**-Representative  
Kathy Castor- 14th  
District of Florida**

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## Facts

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



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 PRIVACY 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 PRIVACY 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 PRIVACY 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 for 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.