

The Vermont Kids Code: How It Works

The Vermont Kids Code, an Age Appropriate Design Code model, is a consumer protection bill that requires common sense practices of privacy and safety by design to protect children under 18 online. In the same way that we test cribs and car seats and put nutrition labels on foods, the internet should have product safety standards for children and teens.

The Vermont Kids Code is modeled after the UK Age Appropriate Design Code which has been in effect in the UK for two years and has compelled Big Tech to change the designs of their products to put kids' best interests first.

| Companies Must Stop: | Companies Must: |
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| Selling kids' and teens' personal data. | Set all default settings to the most private. |
| Designing features that are detrimental to well-being or cause excessive or compulsive use. | Design age appropriate experiences for kids and teens. |
| Collecting personal information about kids that they don't need to deliver the service. | Make it easy for kids to report privacy concerns. |
| Profiling kids unless profiling can be shown to be in their best interests. | Provide privacy notices in clear language that young users can understand. |
| Using dark patterns to trick kids and teens. | Let kids know when they are being monitored or tracked. |
| Tracking kids' location without telling them and only if doing so is essential for the service. | Make it easy for kids to limit unwanted messages from other users or the company (such as notifications). |



For more information, please email info@VTKidsCode.com or visit VermontKidsCode.com