



April 4, 2022

The Honorable Charles Schumer  
Majority Leader  
United States Senate  
Washington, DC 20510

The Honorable Mitch McConnell  
Minority Leader  
United States Senate  
Washington, DC 20510

The Honorable Nancy Pelosi  
Speaker of the House  
U.S. House of Representatives  
Washington, D.C. 20515

The Honorable Kevin McCarthy  
Minority Leader  
U.S. House of Representatives  
Washington, DC 20515

Dear Majority Leader Schumer, Minority Leader McConnell, Speaker Pelosi and Minority Leader McCarthy:

As leading organizations working on behalf of America's youth and their families, we respectfully urge Congress to enact a set of policy safeguards to protect children and teens online. In his recent State of the Union address, President Biden underscored the growing risks to young people's health, well-being, safety and privacy, asserting that "we must hold social media platforms accountable for the national experiment they're conducting on our children for profit." We agree with President Biden's call that Congress:

- Strengthen children's privacy and ban targeted advertising for children online;
- Institute stronger online protections for young people, including prioritizing safety by design standards and practices for online platforms, products, and services;
- Stop discriminatory algorithmic decision-making that limits opportunities for young Americans.

We are deeply concerned that young people, who are spending more and more time online, are being targeted in unfair ways by online platforms and apps that take advantage of their developmental vulnerabilities. There is bipartisan agreement that young people deserve meaningful privacy protections, including banning harmful and discriminatory uses of data and

enacting regulations that require digital service providers to ensure the health, safety, and wellbeing of children and teens in the design of their products and services.

Digital platforms have become vital spaces for learning, socializing, and relaxing. Children and teens should be able to engage freely with this environment without being manipulated into spending more time online, spending more money, watching ads targeted to their vulnerabilities, surrendering more data, or engaging with content that undermines their wellbeing.

The current unregulated business model for digital media is fundamentally at odds with children's wellbeing. Digital platforms are designed to maximize revenue, and design choices that increase engagement and facilitate data collection, all of which put children at risk. Data gathered on young people, which can include information about their race, ethnicity, religion, income and network of friends, can be used in discriminatory ways that may harm their access to opportunities and services. It is estimated that online advertising firms hold 72 million data points on the average child by the time they reach the age of 13, allowing marketers to target children's vulnerabilities with extreme precision.<sup>1</sup> And algorithms designed to maximize engagement often promote harmful content, often aimed at young people's greatest vulnerabilities, such as their interest in dieting or self-harm.<sup>2</sup>

Excessive use of digital media use and social media is linked to a number of risks for children and adolescents, including obesity,<sup>3</sup> lower psychological wellbeing,<sup>4</sup> decreased happiness,<sup>5</sup> decreased quality of sleep,<sup>6,7</sup> depression,<sup>8</sup> and increases in suicide-related outcomes such as suicidal ideation, plans, and attempts.<sup>9</sup> Fifty-nine percent of US teens have reported being bullied on social media,<sup>10</sup> an experience which has been linked to increased risky behaviors such as smoking and increased risk of suicidal ideation.<sup>11</sup>

The pressure to spend more time on digital media platforms and maximize interactions with other users also puts children at risk from predation. Twenty-five percent of 9- to 17-year-olds report having had an online sexually explicit interaction with someone they believed to be an adult.<sup>12</sup>

In order to protect children and teen's privacy, better support youth mental health and wellbeing, and create a safer online environment for young people, we call on Congress to pass legislation that:

- Protects children and teens wherever they are online, not just on "child-directed" sites;
- Expands privacy protections to all minors;
- Bans targeted (surveillance) advertising to young people;
- Prohibits algorithmic discrimination of children and teens;
- Establishes a duty of care that requires digital service providers to both make the best interests of children a primary design consideration, and to prevent and mitigate harms to minors;
- Requires platform to turn on the most protective settings for minors by default;
- Provides greater resources for enforcement by the Federal Trade Commission.

There will never be a better time to pass legislation to protect young people online. The Facebook whistleblower's revelations about the ways technology platforms prioritize profits over children's wellbeing make it clear that congressional action is needed. Parents from across the political spectrum want Congress to do more to protect children online.<sup>13</sup>

Congress has the ability to make children safer, give parents and caregivers peace of mind, and promote an internet that serves children, rather than taking advantage of them. We urge you to use that power, and create the internet American children and teens deserve.

*If you have any questions or would like to speak with members of our coalition about the concerns raised herein, please contact David Monahan at Fairplay ([david@fairplayforkids.org](mailto:david@fairplayforkids.org)).*

Sincerely,

Accountable Tech

Alana Institute

American Academy of Pediatrics

American Association of Child and Adolescent Psychiatry

American Psychological Association

Becca Schmill Foundation

Berkeley Media Studies Group

Brave Movement: End Childhood Sexual Violence

Center for Digital Democracy

Center for Humane Technology

Center for Online Safety

Center for Science in the Public Interest

C. Everett Koop Institute at Dartmouth College

Children and Screens: Institute of Digital Media and Child Development

ChildFund International

Coalition for Healthy School Food

Common Sense

Consumer Action

Consumer Federation of America

Consumer Federation of California

CUNY Urban Food Policy Institute

Darkness to Light

Eating Disorders Coalition for Research, Policy & Action

ECPAT-USA

Electronic Privacy Information Center (EPIC)

Enough Is Enough

Exposure Labs, Creators of The Social Dilemma

Fairplay

Friends of the Earth

Global Hope 365

Healthy Food America

Holistic Moms Network  
Interfaith Center for Corporate Responsibility (ICCR)  
Juggernaut Project  
Keep Kids Safe  
LookUp.live  
Lynn's Warriors  
Massachusetts Parent-Teacher Association  
Me2B Alliance  
Media Education Foundation  
Mental Health America  
National Alliance to Advance Adolescent Health  
National Alliance for Eating Disorders  
National Association of Pediatric Nurse Practitioners  
National Center on Sexual Exploitation  
National Eating Disorders Association  
Network for Public Education  
Parent Coalition for Student Privacy  
Parents Television and Media Council  
ParentsTogether  
Peace Educators Allied for Children Everywhere, Inc.  
The Praxis Project  
Project HEAL  
Protect Young Eyes  
Public Citizen  
Public Good Law Center  
REDC Consortium  
5Rights Foundation  
SNAP Network  
Society for Adolescent Health and Medicine  
Stop Predatory Gambling and the Campaign for Gambling-Free Kids  
Tech Oversight Project  
Tech Transparency Project  
Turning Life On  
UConn Rudd Center for Food Policy & Health  
UltraViolet  
U.S. PIRG  
WithAll  
Youth Villages

cc: Honorable Maria Cantwell  
Honorable Roger Wicker  
Honorable Frank Pallone, Jr.  
Honorable Cathy McMorris Rodgers

## Endnotes

1. McCann, Duncan. "I-Spy: The Billion Dollar Business Of Surveillance Advertising To Kids." *New Economics Foundation* (16 May 2021), [https://neweconomics.org/uploads/files/i-Spy\\_NEF.pdf](https://neweconomics.org/uploads/files/i-Spy_NEF.pdf).
2. See, e.g., Wall Street Journal Staff. "Inside TikTok's Algorithm: A WSJ Video Investigation." *Wall Street Journal*, (21 July 2021), <https://www.wsj.com/articles/tiktok-algorithm-video-investigation-11626877477>
3. Robinson, T. N., Banda, J. A., Hale L., Lu, A. S., Fleming-Milici, F., Calvert, S. L., Wartella, E. "Screen media exposure and obesity in children and adolescents." *Pediatrics*, 140 (Supplement 2), S97-S101. (2017), doi:[10.1542/peds.2016-1758K](https://doi.org/10.1542/peds.2016-1758K)
4. Twenge, J., Campbell, K. "Media Use Is Linked to Lower Psychological Well-Being: Evidence from Three Datasets," *Psychiatric Quarterly* 90, no. 2. 311–31, (1 June 2019), <https://doi.org/10.1007/s11126-019-09630-7>.
5. Twigg, L., Duncan, C., Weich, S. "Is Social Media Use Associated with Children's Well-Being? Results from the UK Household Longitudinal Study," *Journal of Adolescence* 80: 73–83, (1 April 2020), <https://doi.org/10.1016/j.adolescence.2020.02.002>.
6. Carter, Ben et al. "Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-Analysis." *JAMA Pediatrics* 170, no. 12: 1202–8, (1 Dec. 2016), <https://doi.org/10.1001/jamapediatrics.2016.2341>.
7. Lemola, Sakari et al. "Adolescents' Electronic Media Use at Night, Sleep Disturbance, and Depressive Symptoms in the Smartphone Age." *Journal of Youth and Adolescence* 44 (1 Feb. 2014), <https://doi.org/10.1007/s10964-014-0176-x>.
8. *Ibid.*
9. Ivie, E. J., Pettitt, A., Moses, L. J., & Allen, N. B. (2020). A meta-analysis of the association between adolescent social media use and depressive symptoms. *Journal of affective disorders*, 275, 165-174.
10. Anderson, Monica. "A Majority of Teens Have Experienced Some Form of Cyberbullying," *Pew Research Center: Internet, Science & Tech* (blog), (27 Sep. 2018), <https://www.pewresearch.org/internet/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/>.
11. Van Geel, M., Vedder, P., Tanilon, J.. "Relationship Between Peer Victimization, Cyberbullying, and Suicide in Children and Adolescents: A Meta-Analysis," *JAMA Pediatrics* 168, no. 5: 435–42, (1 May 2014), <https://doi.org/10.1001/jamapediatrics.2013.4143>.
12. Thorn. "Responding to Online Threats: Minors' Perspectives on Disclosing, Reporting, and Blocking." (May 2021), [https://info.thorn.org/hubfs/Research/Responding%20to%20Online%20Threats\\_2021-Full-Report.pdf](https://info.thorn.org/hubfs/Research/Responding%20to%20Online%20Threats_2021-Full-Report.pdf).
13. Klar, Rebecca. "Most voters support new rules for social media companies on children, personal data: poll." *The Hill*, (18 Nov. 2021), <https://thehill.com/policy/technology/582013-most-voters-support-new-rules-for-social-media-companies-on-children>.