

Takeaways from CIPL In Focus: Children

Beyond Children's Privacy – A Candid Look at Best Practices for Child Safety and Wellbeing

29 October 2025



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Santa Monica, California

On October 29, 2025, the Centre for Information Policy Leadership (CIPL) hosted an immersive, full-day roundtable—an exclusive “CIPL In Focus” event—to examine the practical and legal challenges arising from legislative and regulatory efforts worldwide to make the internet a safer space for children and teens. The event was held at Snap Inc.’s conference facilities in Santa Monica, California.

Participants included senior professionals from CIPL member companies, non-member companies, and solution providers, along with representatives from the European Commission, UNICEF, the California Attorney General's Office, academia, and a teen-led non-profit focused on online safety. Attendees engaged in frank and open discussion about the impact of age assurance measures and age-appropriate design initiatives across the globe.

CIPL is pleased to share the following takeaways:

- ➔ **Stakeholders agree on a shared goal, even when they differ on the nature and taxonomy of harms.** While stakeholders may disagree on the causes or degree of harm suffered by youth, their demonstrated willingness to engage in candid and open conversation can lead to targeted responses and meaningful solutions. Lawmakers and policymakers must be willing to invest time and resources to participate in multi-stakeholder conversations to create practicable, risk based, and evidence-backed solutions.
- ➔ **The best interests of the child can help guide the discussion.** The best interests of the child doctrine can assist the private sector in the development of age-appropriate products for children, taking into account both developmental needs and technological capabilities.
- ➔ **Technological solutions will not be the sole solution.** Issues related to youth safety and wellbeing are more complex than any individual service or product offering. While tech products and services need to be tested and risks need to be assessed before they are made available to the public, stakeholders should consider factors beyond the mere use of technology. Solutions can address both aspirational and practical components, i.e., they can foster a more advantageous environment for youth and provide practical interventions that may be needed on the ground.
- ➔ **Create an age-appropriate experience.** Ensuring that child-specific content is compelling helps prevent children from lying about their age to gain access to non-age appropriate content. Parents, guardians, and educators must be brought on the journey so they can support children and young adults in making proper decisions online.
- ➔ **Age assurance solutions still present many challenges.** Questions of reliability and accuracy remain, especially where providers rely on signals received from a third party. Shared or handed-down devices add complexity around the reliability of age tokens on devices. Smaller

organisations struggle with the costs of differing age assurance solutions, and organizations of all sizes struggle with conflicting legislation from different jurisdictions.

- ➔ **Lack of consensus around risks, harms, and liability.** Accountable organisations understand the need to ensure age-appropriate experiences, but different jurisdictions have different notions of risk, harm, and liability. Common taxonomies of risk and interoperable standards can help shape a much-needed baseline.
- ➔ **Age assurance is not a silver bullet.** Rather than focusing on age assurance alone, regulators and policymakers should take into account situations where age assurance might not be the right solution. For example, children's accounts may not need age assurance, and age assurance may only be needed in some places of a given service. Context matters, and age assurance should be viewed along with other potential measures to mitigate harm.
- ➔ **Legislation must be thoughtful to prevent unintended consequences.** Oftentimes legislation, especially at the U.S. state level, is drafted in response to a specific tragic event. Problems arise where an isolated issue is addressed without considering the full impact of the legislative intervention. Multi-stakeholder input is key, and well-balanced, outcomes- and risk-based legislation is preferable.
- ➔ **California's age assurance legislation is widely endorsed by industry.** [AB 1043](#), the Digital Age Assurance Act, was signed into law on Oct. 13, 2025, and will come into effect Jan. 1, 2027. It requires, among other things, an operating system provider to provide an accessible interface at account setup that requires an account holder to indicate the birth date, age, or both, of the user of that device for the purpose of providing a signal regarding the user's age bracket to applications available in a covered application store. It also requires a developer to request a signal with respect to a particular user from an operating system provider or a covered application store when an application is downloaded and launched.
- ➔ **Industry collaboration on trust and safety.** Aside from legal obligations arising in the context of CSAM and other criminal violations, many organizations are reluctant to share information about bad actors who may pose a risk to child safety in light of privacy and civil liability concerns. That said, industry should continue to explore avenues for collaboration to protect minors from potential harms that can spread virally across the digital ecosystem, such as dare challenges.

NEXT STEPS: CIPL looks forward to continuing the discussion, with a particular focus on building a core set of principles to address **risk, harm, accountability, and liability**. If you would like to contribute to future discussions or inquire about future CIPL In Focus events, please [contact us](#).

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