



UK tames big tech

UK Age Appropriate Design Code is now operating

The Age Appropriate Design Code (AADC) is first-of-its-kind legislation, giving children high privacy for their personal data and instructing companies to change features using data to expose children to risks and intrusion.

The new legislation came into effect from September 2. Several major tech and social media companies have already made changes required by AADC including:

- **Instagram** will no longer allow unknown adults to direct message under 18s.
- **TikTok** users under the age of 16 will have the accounts set to private by default. They have also turned off notifications for children past bedtime.
- **Google** will stop targeted advertising to under 18s, taking children out of the business model. They have also introduced safe search by default.
- **YouTube** will remove auto-play, to prevent children being fed endless videos.
- A vast number of wellbeing features offering time off and time out have been introduced across the sector.

The Information Commissioner’s Office (ICO) has begun monitoring for compliance with the regulation. Companies found to breach the code and put children at risk can be fined up to £17.5 million (or 4% of their annual worldwide turnover). The Code includes [15 new standards](#) for websites likely to be accessed by users under 18. They are based around protecting young users’ online privacy.

The standards include:

- Setting a high-privacy default.
- Collecting and retaining the minimum amount of data necessary to provide services.
- Switching off geolocation by default.
- Not using “nudge techniques” — design features that encourage users to follow the company’s preferred path — to lead children to turn off privacy protections or share more personal information than is necessary.



Baroness Beeban Kidron (*pictured*), who introduced the legislation into Parliament said for the first time the digital world, like the real world, “must treat children differently”. “Observe their rights, ensure their privacy and promote their wellbeing,” Baroness Kidron said.

“It is the work of scores of individuals, campaigners and parliamentarians, in and out of government, and I thank them all for their

commitment.

Importantly we see lawmakers in the US, EU, Australia and Canada mirroring the provisions of the AADC, and many of the changes will be available to children around the world. This marks a new era of responsibility from the tech industry. It’s a great day for children and their parents and puts the UK at the front of child online protection globally.

Find out more [here](#).

e-Safety Commissioner readies plan to protect kids from online pornography

Australian e-safety commissioner Julie Inman Grant has started consultation on a plan to protect children from online pornography.

Ms Inman Grant is seeking consultation on two issues. One consultation is around [developing a mandatory age verification scheme](#) to protect children from online pornography. That ends on September 10.

The other is about rolling out [a restricted access system \(RAS\) to limit exposure of adolescents to inappropriate online material](#). Deadline for [submissions](#) is September 12. The RAS would cover material likely to be classified R18+ or Category 1 Restricted under the National Classification Code. These include depictions of simulated sex between adults, high-impact nudity, violence, drug use and language.



Australian privacy law: is it protecting our children when online ?
Take our survey | P2



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editorial

Media violence can play a part in attitudes of the young

BARBARA BIGGINS
ACCM CHIEF EXECUTIVE



The Federal Government has been reviewing its next National Plan to Reduce Violence against Women and their Children, and public consultation ended on July 31.

In early August, ACCM wrote to Senator for SA and Family and Social Services Minister Anne Ruston (pictured, below).

Our letter included:

The present welcome focus on reducing the incidence of violence against women provides an opportunity for reflection and action on the role that violent media content plays in the formation of cultural attitudes in children and young people. For many children, the dominant message in their media environment is that "violence works and violence wins". In the content they see and especially the games they play (often for many hours a day), violence is rewarded and applauded; it is presented as justified, and as the most effective way to solve conflict. In short, the violence becomes glamorised. Nor is our classification system equal to the task of preventing children from accessing such content, as it is often rated M, making it legal for people of any age to see or play. You may be aware that the system was reviewed in early 2020; ACCM participated actively in that review and is awaiting the outcome. Unless the constant exposure of young children to glamorised violence is addressed, it will remain a most difficult task to promote positive alternatives. Further, reliable research shows that ongoing exposure to media violence is one contributor to increased use of aggression, to desensitisation to the use of violence and to a loss of empathy.

In her reply to ACCM in late August, Minister Ruston seemed to place reliance on its funding of the *Stop it at the Start* campaign aimed at 10 to 17 year olds.

ACCM has responded that:

this campaign, while

recognising the role of real life influencers, does not include any action to reduce the influences on young children (especially those under 10) from the constant stream of attractive, but violent, hero role models every day on their screens.

Further, Minister Ruston states regulation of content on TV is the province of the Communications Department (Doc). ACCM has argued, as the outcome of the 2019 review of the National Classification Scheme (NCS) is still not known, there should be time and opportunity for Minister Ruston to raise such issues with the DoC.

ACCM believes that a National Plan that omits any consideration of the considerable body of evidence, that ongoing exposure

to media violence increases the risks that viewers, especially the young, will be more likely to choose to use aggression to solve conflict, is deficient. ACCM is also concerned that the National Summit on Women's Safety seems not to have any focus on these issues, but has a session *Stop it at the Start - Prevention through advertising*. So media can influence? ACCM collects

and reviews the emerging research on the impacts on children of media consumption, providing information and strategies to parents and professionals, and advocating for greater protections for children. A recurring issue over many years has been the influence on children's thoughts, attitudes and behaviour of violent content.



Take ACCM's survey on privacy, parents and children



Protecting children's privacy when they are using websites, games or apps can be tricky. The Australian Council on Children and the Media (ACCM) has developed some new resources that could be

helpful to parents in this regard. Your responses will assist us in evaluating these resources. Take a few minutes to look at [these resources](#) and [take our short survey](#).

ADVERTISING

Ahn, RJ
Exploration of parental advertising literacy and parental mediation: influencer marketing of media character toy and merchandise
JOURNAL OF ADVERTISING JUL 2021

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Giulia Fioravanti, Andrea Svicher, Giulia Ceragioli,
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OPTOMETRY AND VISION SCIENCE JUL 2021 VL 98 (7) 771-776

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“It’s your private information. it’s your life.” young people’s views of personal data use by online technologies
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Journal of Media Psychology: Theories, Methods, and Applications, 2021 33(3), 125–133.

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It’s the content that counts: longitudinal associations between social media use, parental monitoring, and alcohol use in an Australian sample of adolescents aged 13 to 16 years
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VIOLENCE

Bushman, B. J., & Anderson, C. A.
Solving the Puzzle of Null Violent Media Effects.
[*Psychology of Popular Media*](#). SEP 2021 Advance online publication.

The Australian Children's Television Foundation (ACTF) and the Australian Children's Television Cultures (ACTC) research group at Swinburne University want to hear from you. In this first survey of a four-year project designed to better understand the role of Australian children’s television and other audio-visual entertainment in people’s lives, the team aims find out which Australian TV shows are the most beloved and remembered across generations, and to learn how you find and watch kid’s TV shows today. [Take the survey NOW!](#)

US: A thumbs down for streaming privacy

There's an expression about the personal-information-grubbing practices of free digital services that sell ads, including Facebook and weather apps: If you don't pay for the product, you are the product.

But sometimes [you can pay for a product and be the product](#).

Common Sense Media, a nonprofit advocacy group for children and families, [published a report this week](#) that found that most of America's popular streaming services and TV streaming gadgets such as Netflix, Roku and Disney+ failed to meet the

group's minimum requirements for privacy and security practices. The lone exception was Apple.

We've become accustomed to the corporate arms race to track our every mouse click and credit card swipe. But what's surprising from the group's report is that streaming entertainment products for which people pay out of their pockets have some of the same data habits of sites like Facebook and Google that make their money renting our data for advertising dollars.

Courtesy: The New York Times



AUS: ACCC chair Rod Simms continues focus on marketplace power of Google, Facebook

Apple and Google [may face further regulation](#) if lawmakers across the world get their way, according to a recent speech by Australian Competition and Consumer Commission (ACCC) chair Rod Sims.

Courtesy: Mumbrella

US: New law expands California Consumer Privacy Rights and protections

California enacts [stricter privacy laws](#) designed to protect consumers' rights over their personal data. The Consumer Privacy Rights Act (CPRA or the Act), goes into effect on January 1, 2023.

Courtesy: Lexology

US: Apple's iPhones will include new tools to flag child sexual abuse

The changes, for later this year, [raised concerns](#) the company is installing surveillance technology governments could exploit.

Later this year, iPhones will begin using complex technology to spot images of child sexual abuse.

Courtesy: The New York Times

US: Tech's deepening split over ads and privacy

A [new fight between Facebook and Apple](#) over the mechanics of ad tech is revealing an industry divide over user privacy.

Courtesy: Axios

US: This bill gives young people more rights online

A Florida congresswoman wants to [reintroduce a bill](#) that would allow parents to sue companies that violate their childrens' privacy online.

Courtesy: USA Today

UK: Dealing with mental health in the digital age

[eNuture invited](#) international youth charity, Ditch the Label, to share their advice on what young people can do to reduce the negative impact of their online world during the Covid-19 pandemic.

Courtesy: eNuture

US: Instagram and your kids

[Fairplay discusses Facebook's](#) promises that its new version of Instagram would have better parental controls and more kid-friendly content. Instagram Youth will not be created with children and their psychological development in mind. Instead, it will put them at risk.

Courtesy: Fairplay US

AUS: \$3.2M for four children's projects

[Screen Australia has announced](#) two live action series and two animated children's projects that will share in \$3.2 million of production funding. This includes *Tom Weekly Versus...* heading to ViacomCBS and *Surviving Summer* on Netflix, along with *100% Wolf: The Book of Hath* and a *Kangaroo Beach Summer Special*, both for the ABC.

Courtesy: Screen Australia

CHN: China cuts children's online gaming to one hour

Online gamers under the age of 18 will only be [allowed to play for an hour](#) on Fridays, weekends and holidays, China's video game regulator has said.

Courtesy: BBC

US: Mattel's CEO wants old toys to make new money

Mattel [is partnering with](#) Greta Gerwig and Margot Robbie to bring *Barbie* to life on the big screen, and creating films based on everything from UNO to Magic 8 Ball.

Courtesy: The New York Times

France: *Papers from Child and Teen consumption conference* published 2021. Cultural and creative industries of childhood and youth; an interdisciplinary exploration of new frontiers. Valerie-Ines de la Ville et al