

EU KIDS Act

The EU KIDS Act will ensure online services for kids are safe by design and introduce a gradual uptake of social media for children across the EU.

1. SOCIAL MEDIA DELAY

0 – under 3	3 – under 13	13 – under 15	15 – under 18
No screens	- No social media - No personal (own) devices - Can access child-friendly video-sharing services through guardian accounts - Max 1 hour per day	- Mini social media accounts set up by guardians on the guardians' accounts - No unwanted contacts online - Max 1 hour per day	Can set up their own social media accounts

All online services must be safe by design

2. SAFETY BY DESIGN

Clear do's and don'ts for social media, video-sharing platforms, online video games, AI companions and chatbots offering services to minors

Do's

- Design algorithms that are safe for children
- Ensure private accounts by default for minors
- Provide easy-to-use parental controls
- Include easy-to-use tools to block and mute users

Don'ts

- Have addictive design features
- Allow unwanted contact
- Design feeds based on profiling that drag minors into rabbit holes of harmful content
- Allow minors to livestream

3. AGE ASSURANCE AND PARENTAL RESPONSIBILITY

Platforms must use age assurance tools. For example, based on the EU's age verification blueprint.



Robust



Reliable



Privacy-preserving



User-friendly

Key instances for parents' role:

**3 –
under 13**



Can create a supervised account for minors on the guardian's device. Limited to age-appropriate games and video-sharing.

**13 –
under 15**



Set up a mini-account on the guardian's account. Limited functionalities on video-sharing platforms and social media services.

**All
minors**



Tools for guardians that evolve with the age and development of the child.

4. ENFORCEMENT



Reversing Burden of Proof:

Providers of very large online platforms must prove their services are 'safe by design' ex ante.



Fast track **90-day** investigations against companies.



Use existing structures under Digital Services Act and Artificial Intelligence Act.

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