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The Children's Corner (April 2025)

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Children's Corner

Legal, Regulatory, & Self-Regulatory News

Amended COPPA Rule Published in the Federal Register

The amended Children's Online Privacy Protection Act (COPPA) Rule, finalized by the FTC in January, was published in the Federal Register on Tuesday, April 22. The rule—effective June 21, 2025—introduces [new responsibilities](#) for businesses, including [enhanced transparency requirements](#) for Safe Harbors. Regulated entities have until April 22, 2026, to comply.

As the first-ever FTC-approved COPPA Safe Harbor, CARU remains a trusted resource for companies navigating these updates. Learn more and get started [here](#).

“Healthy Lunch for Healthy Kids” Bill Introduced in the House

Introduced by Rep. Kennedy (R-UT) on April 1, the [bill](#) would amend the Richard B. Russell National School Lunch Act to prohibit the serving of certain foods deemed to be harmful or “ultra-processed” in meals served to students under the National School Lunch Program. Similar legislation has been passed or introduced in several states.

New Jersey Attorney General Files Lawsuit Against Discord

New Jersey Attorney General Matthew J. Platkin [announced](#) a lawsuit against Discord for deceptive and unconscionable business practices that misled parents about the efficacy of its safety controls and obscured

the risks children faced when using the messaging app, in violation of the New Jersey Consumer Fraud Act.

Arkansas Social Media Age Verification Law Declared Unconstitutional

U.S. District Judge Timothy L. Brooks [ruled](#) Arkansas' social media age-verification law, Act 689, unconstitutional, stating it "would violate the First Amendment... [and] also violate the due process rights of [NetChoice] members" under the Fourteenth Amendment.

Utah Governor Signs App Store Accountability Act Into Law

Utah Governor Spencer Cox signed the App Store Accountability Act, [S.B.142](#), into law. The law will require app store providers to request and verify the user's age category when an individual in the state creates an account, and obtain verifiable parental consent for minors under 18. The law will go into effect May 7.

Members of Congress Urge FTC to Investigate Allegations That Meta Violated COPPA

Sen. Ed Markey and Rep. Kathy Castor wrote a [letter](#) urging the FTC to investigate Fairplay's COPPA petition against Meta, citing evidence that Meta knew children were using Horizon Worlds and failed to get parental consent before collecting their data, as required by COPPA.

Reports & Studies

Mattel Research Shows That Children Aren't Playing Enough

The Mattel study, [The Shape of Play](#), surveyed over 33,000 participants worldwide and found that 37% of kids and families aren't playing because they do not have enough time (51%), they do not have someone to play with (38%), or they do not feel safe (34%). 87% of all respondents agree that play reduces loneliness and isolation, and 85% see play as integral to daily life.

In Case You Missed It

Food Industry Trust in the Dumps, But Things are Looking Up | [Food Navigator Europe](#) (February 2025)

California Attorney General Bonta Appeals Age-Appropriate Design Code Act Decision | [California AG's Office](#) (April 11, 2025)

Upcoming Events

CARU 3rd Quarter Supporters Meeting

July 16, 2025 | Virtual

BBB National Programs' Children's Advertising Review Unit (CARU) will host its third exclusive Supporters Meeting of the year virtually. Learn more about becoming a CARU Supporter [here](#).

Trust & Safety Professional Association: TrustCon 2025

July 21-23, 2025 | San Francisco, CA

BBB National Programs' Dona Fraser, Senior Vice President, Privacy Initiatives, will be speaking at [TrustCon 2025](#).



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