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**The Children's Corner (June 2025)**

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# Children's Corner

## Program Updates

### Keith Fentonmiller Joins CFBAI as Senior Counsel

CFBAI welcomes Keith Fentonmiller as its new Senior Counsel. Fentonmiller previously served for over 20 years as an attorney in the Federal Trade Commission's Bureau of Consumer Protection, Division of Advertising Practices, where he worked extensively on children's marketing issues, including food marketing to children.

## Legal, Regulatory, & Self-Regulatory News

### California Bill Seeks to Ban Ultra-Processed Foods from School Lunches

California bill [AB1264](#) would direct the Office of Environmental Health Hazard Assessment to define "particularly harmful ultraprocessed food" by July 1, 2026. Schools would be required to eliminate such food from school meals by January 1, 2035. The bill passed the General Assembly and is currently before the California Senate.

## Vermont Governor Signs Age-Appropriate Design Code into Law

Vermont Governor Phil Scott signed [Act 63](#), an act relating to an age-appropriate design code, into law. The law will require tech companies to configure a minor's default privacy settings to the highest level of privacy. The law goes into effect January 1, 2027.

## Texas Governor Signs App Store Accountability Act into Law

Texas Governor Greg Abbot signed [SB2420](#), the App Store Accountability Act, into law. The law requires app stores to verify the age of users downloading and purchasing apps and to designate users under 13 as a "child," users under 16 as a "younger teenager," and users under 18 as an "older teenager."

## Nebraska Governor Signs Age-Appropriate Design Code into Law

Nebraska Governor Jim Pillen signed [LB504](#), the Age-Appropriate Online Design Code Act, into law. The law requires companies to provide minors with accessible and easy-to-use tools to limit the ability of other users or visitors to communicate or view the personal data of minors, allow minors to opt in to a chronological feed, and opt out of in-game purchases or other transactions. The law will go into effect January 1, 2026.

## New York AG Issues Guidance on New York Child Data Protect Act

New York Office of Attorney General (OAG) issued [guidance](#) on the New York Child Data Protection Act (the Act), which went into effect June 20, 2025. The OAG provided guidance regarding COPPA compliance, operators responsibilities for user-provided age flags, strictly necessary and permissible purposes, as well as parental requests for products and services among other elements.

## Reports & Studies

### The Alan Turing Institute and the LEGO Group Study Finds Nearly 1 in 4 Children Use AI

A recent [study](#) from the Alan Turing Institute and the LEGO Group found 22% of 8-to-12-year-olds use generative AI, with ChatGPT being the most popular tool (58%), followed by Gemini (33%), and My AI by Snapchat (27%). The study also finds that 43% of children use AI to create fun pictures and to find out information or learn about something, and 40% of children reported using AI for entertainment and playing around.

# In Case You Missed It

## Italy's Data Protection Authority Reaffirms Ban on Replika Over AI and Children's Privacy Concerns

IAPP (June 2025)

# Upcoming Events

## CARU 3rd Quarter Supporters' Meeting

Wednesday, 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' Rukiya Bonner, Director, Children's Advertising Review Unit, will be speaking at [TrustCon 2025](#) on the panel, "Ensuring Children's Online Safety Through Age Assurance."

## Kids Industry Connect: Children's Advertising + Privacy Summit

Wednesday, November 12, 2025 | McLean, VA

BBB National Programs' 2025 Kids Industry Connect Summit will bring together industry leaders from across the toy, gaming, entertainment, food & beverage, streaming, and adtech sectors to explore the fast-evolving landscape of marketing to children and teens in the United States.

Learn more and register [here](#).

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