

# Charts from GALA webinar 7 December 2023

Following are the charts on USA Children's rules

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The full webinar deck and commentary can be found in our International section

# US Children's rules Chart 1 of 5

## Blurred Advertising to Kids: Recommendations

### **Do not blur advertising**

- Clear separation between kids' entertainment and educational content and advertising, using formatting techniques and visual and verbal cues to signal to kids that they are about to see an ad

### **Provide prominent just-in-time disclosures**

- Verbally and in writing to explain the commercial nature and intent of the message

### **Create icons to flag advertising**

- Stakeholders should work together to create and use an easy-to-understand and easy-to-see icons to signal to kids that money or free things were provided to the content creator to advertise the product



# US Children's rules Chart 2 of 5

## **Blurred Advertising to Kids: Recommendations**

- Educate kids, parents, and teachers
- Platforms should consider policies, tools, and controls to address blurred advertising
  - Requiring content creators to self-identify content that includes advertising through policies and tools while also offering parental controls that allow parents to limit or block their children from seeing such content
- **IMPORTANT TO NOTE:** None of these practices alone is necessarily sufficient, and companies that engage in blurred advertising can be held liable under the FTC Act if their conduct is deceptive or unfair to children



# US Children's rules Chart 3 of 5

## Roblox Update

### Earlier this year, Roblox updated its Ad Standards

- Any advertising content is now prohibited to be displayed to any users under age 13
- Applies to all ads, including influencer marketing, whether independent or Roblox-served
- Brands are responsible for using Roblox tools (e.g., PolicyService API) to ensure ads are hidden from users under 13
- For users over 13, developers must clearly and prominently disclose when content is an advertisement in simple language (e.g., "ad," "paid" or "sponsored")



# US Children's rules Chart 4 of 5

## CARU: New Guidance

**The Metaverse Guardrails encompass best practices and recommendations for how to be compliant in metaverse spaces:**

- Be transparent. All advertising should be easily recognizable as advertising.
- Understand when content becomes advertising and also what is not advertising.
- Know when, how, and how often to properly disclose your advertising, including influencers and endorsements.
- Protect children's privacy. Get to know COPPA, the Children's Online Privacy Protection Act.
- Understand the privacy policy of each platform you are on.
- Be aware of relevant state-level and international privacy regulations.



# US Children's rules Chart 5 of 5

## First-of-its-Kind Regulation

**Illinois became the first state in the US to regulate child influencers**

- The law “creates a private right of action for child influencers against their parents that featured them in videos and did not properly compensate them”
- Will go into effect Jan. 1, 2024
- Other states (California, Pennsylvania & Washington) are looking into similar laws

