

From: [REDACTED]@creativeskillset.org>
Sent: 13 September 2018 13:03
To: ChildrenandtheGDPR
Subject: Age Appropriate Design Code - response from Creative Skillset

Dear madam or sir,

This is response from Creative Skillset to the call for evidence on the Age Appropriate Design Code

About Creative Skillset

Creative Skillset is a charity and the industry-led skills body for the UK's screen-based creative industries, including the film, television, games, animation and visual effects sectors. Our mission is to lead on building skills and talent to power sustainable growth for those industries, and to increase the inclusive nature of the workforce. Our vision is to develop professional skills to improve productivity, creativity and employability.

Our key strategic priorities include:

- identifying key skills gaps, current and future;
- improving entry-level diversity and work-readiness; and
- mapping and accrediting professional pathways to support career skills development.

Our response to the consultation

Children are heavy consumers of the products of the screen industries, including film and TV programmes and video games. As such, their rights and safety are of paramount importance to the screen industries. We would like to see the Code recognise that. Specifically:

1. We support measures to ensure what might be called 'safety and privacy by design.'
2. We firmly believe that online services should recognise the potential for harm and design in protections.
3. The existing regulations, legislation etc may or may not be strong enough in the increasingly digital world (that is for debate) but those safety measures should certainly not be weakened by the new Code.
4. The Code should clarify what is meant in the GDPR by the phrase "children merit specific protection."

Regards,

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Creative Skillset is the industry-led skills body for the UK screen industries.

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