

Q1 In terms of setting design standards for the processing of children's personal data by providers of ISS (online services), how appropriate you consider the above age brackets would be:

- Not at all appropriate
- Not really appropriate**
- Quite appropriate
- Very appropriate

Q1A Please provide any views or evidence you have on how appropriate you consider the above age brackets would be of setting design standards for the processing of children's personal data by providers of ISS (online services).

As we explain, the construction of commercial digital marketing that targets youth cannot be....

ref:0000000665:Q5n

Q2 Please provide any views or evidence about children's development needs in an online context for each, or any of the above age brackets.

ref:0000000665:Q5

Q3 Please provide any views or evidence you have on how the Convention might apply in the context of setting design standards for the processing of children's personal data by providers of ISS (online services).

ref:0000000665:Q5f

Q4 Please provide any views or evidence you have on what you think the Information Commissioner should take into account when explaining the meaning and coverage of these terms in the Code?

ref:0000000665:Q5g

Q5 Please provide any views or evidence you have on the following:

Q5A the opportunities and challenges you think might arise in setting design standards for the processing of children's personal data by providers of ISS (online services), in each or any of the above areas.

ref:0000000665:Q5j

Q5B how the ICO, working with relevant stakeholders, might use the opportunities presented and positively address any challenges you have identified.

See previous and subsequent comments

Q5C what design standards might be appropriate (ie. where the bar should be set) in each or any of the above areas and for each or any of the proposed age brackets.

ref:0000000665:Q5i

Q5D examples of ISS design you consider to be good practice.

Please see previous entry.

Q5E additional areas (not included in the list above) which you think should be the subject of a design standard.

Note our call to also address "multicultural" marketing of youth, AI, machine learning, VR/

Q6 Name

[REDACTED]

Q6a Email

[REDACTED]

Q6b Brief summary of what you think you could offer

Leading expert on youth data protection and digital marketing

Q7 Please provide any other views or evidence you have that you consider to be relevant to this call for evidence.

Please review links in submission that provide further research, evidence, etc.

Q8 Are you (select one):

A body representing the views or interests of children?

A body representing the views or interests of parents?

A child development expert?

A provider of ISS likely to be accessed by children?

A trade association representing ISS providers?

An ICO employee

Center for Digital Democracy www.democraticmedia.org