

Wednesday 2nd September 14:00 - 15:00

# OVERVIEW AND IMPLICATIONS OF THE AGE APPROPRIATE DESIGN CODE



## MARK GRACEY GDPR

- Began working in the internet industry in the mid-90s when I joined Demon Internet to help set up their commercial web sales and support team
- Set up one of the UK's first network abuse teams (for Demon Internet) dealing with complaints and misuse of the internet
- 15+ year career in internet regulation dealing with everything from internet content liability to data protection and police liaison
- I've worked with the government on behalf of the internet industry and advised the House of Lords on internet policy matters as well as influencing the outcomes of a number of pieces of legislation
- In June 2017 set up the Digital Compliance Hub, now Mark Gracey GDPR, a subscription-based support service, offering a data protection and privacy compliance helpline (email and phone) backed up by a library of resources including guides, checklists, tools and templates as well as access to webinars and other compliance tools. We also offer outsourced DPO services and pay-as-you-go support.

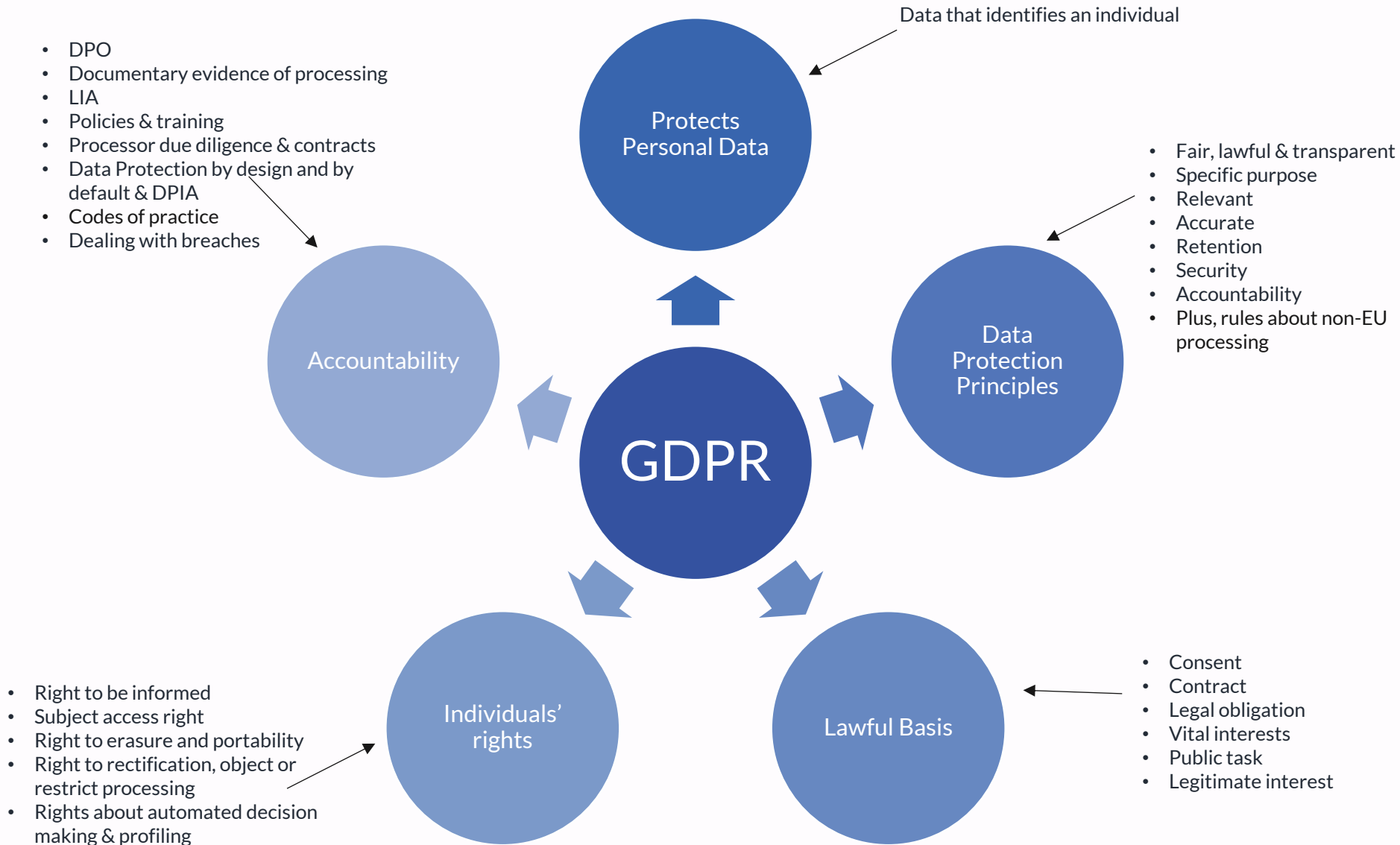
## RELEVANT EXPERIENCE

- Became a Data Protection Manager when the 1998 Act came into force, ensuring ongoing compliance as well as working with government and law enforcement with access to communications data and issues with data retention
- Computer Science Degree & Masters Degree in Computer and Communication Law

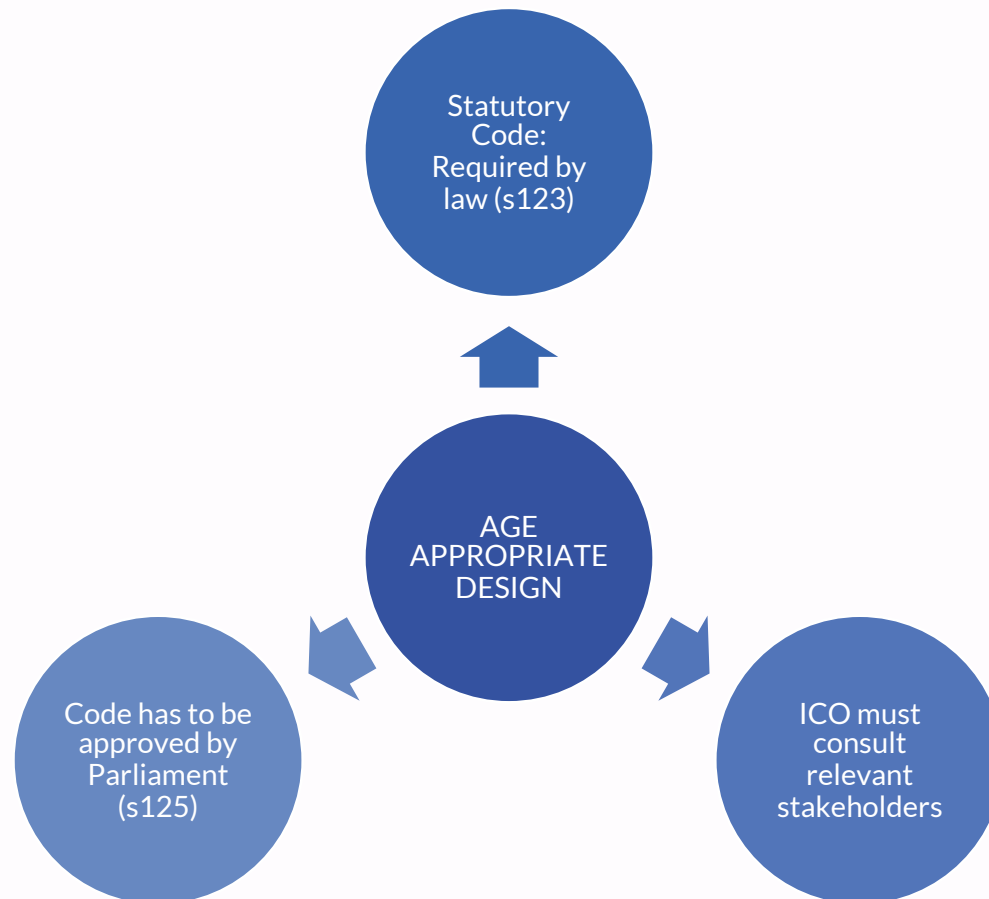
## WHAT WE'LL BE COVERING

- Background and introduction to the Code
- The 15 standards
- What this means in practice
- Q&A

# BACKGROUND & INTRODUCTION



**s123, DPA2018:** *“The Commissioner must prepare a code of practice which contains such guidance as the Commissioner considers appropriate on standards of age-appropriate design of relevant information society services which are likely to be accessed by children”*



# WHY A CHILDREN'S CODE IS NEEDED



*Data sits at the heart of the digital services children use every day. From the moment a young person opens an app, plays a game or loads a website, data begins to be gathered. Who's using the service? How are they using it? How frequently? Where from? On what device?*

*That information may then inform techniques used to persuade young people to spend more time using services, to shape the content they are encouraged to engage with, and to tailor the advertisements they see.*

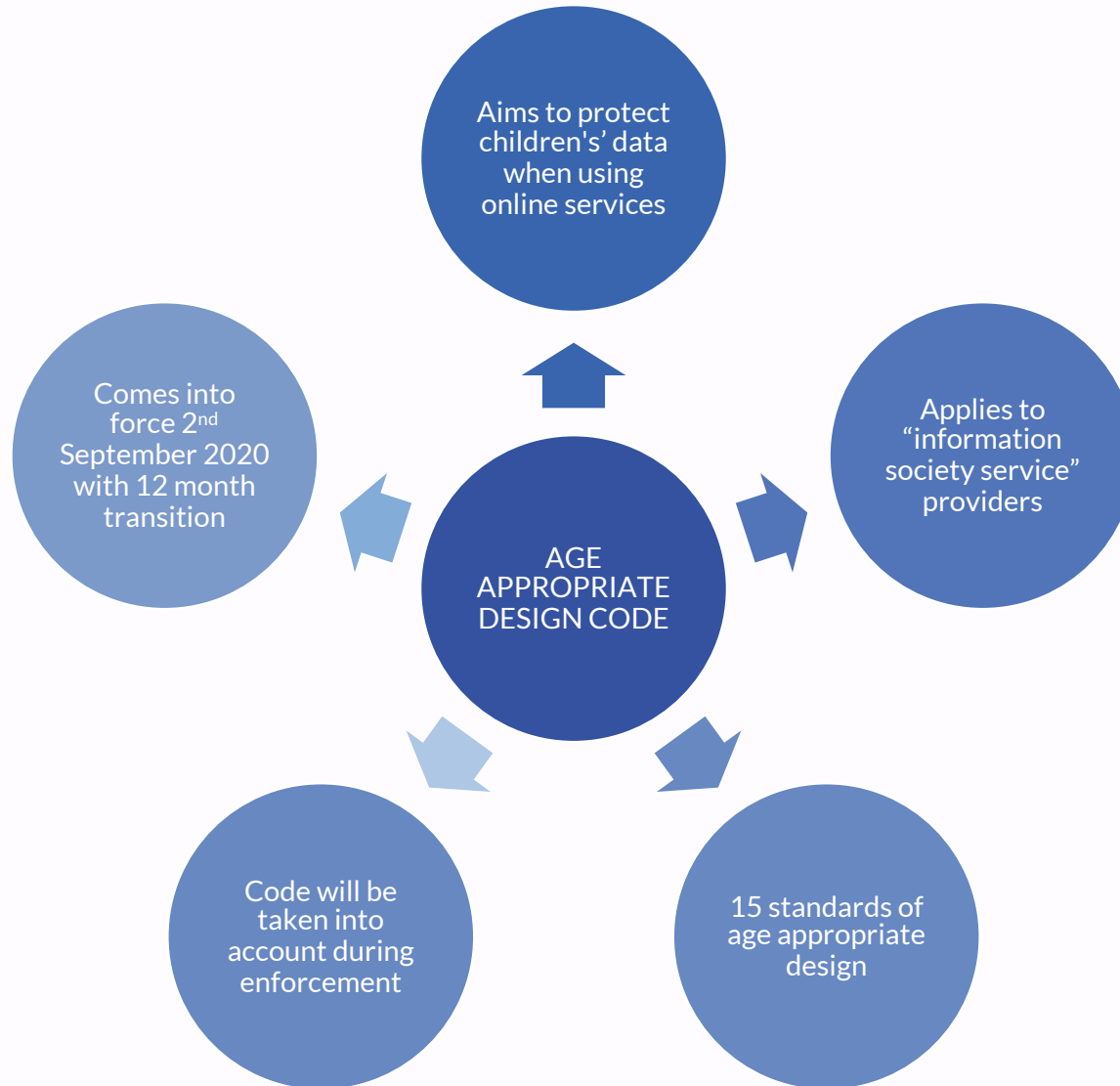
*For all the benefits the digital economy can offer children, we are not currently creating a safe space for them to learn, explore and play.*

*This statutory code of practice looks to change that, not by seeking to protect children from the digital world, but by protecting them within it.*



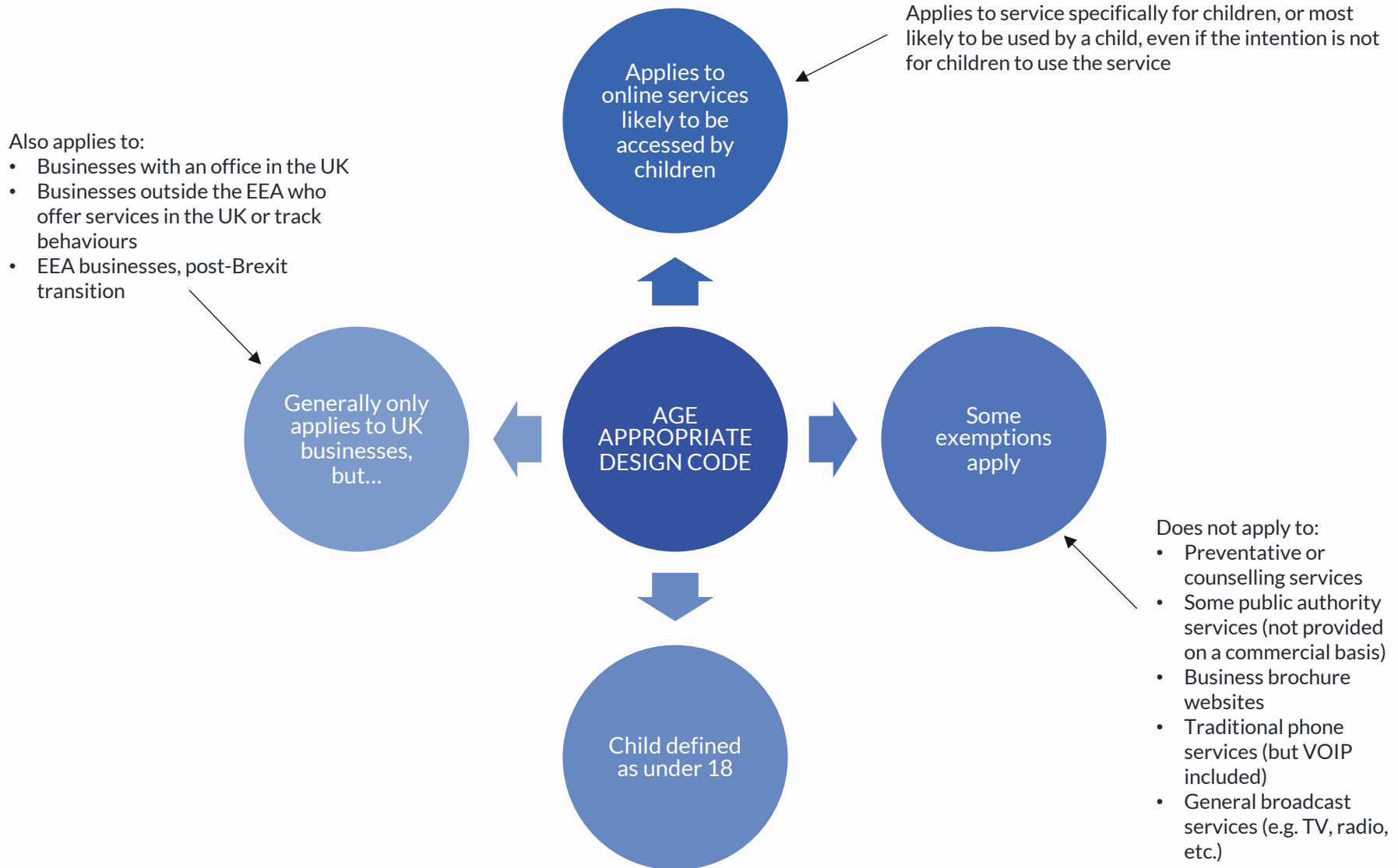
– Information Commissioner's Foreword

# SUMMARY OF THE CODE

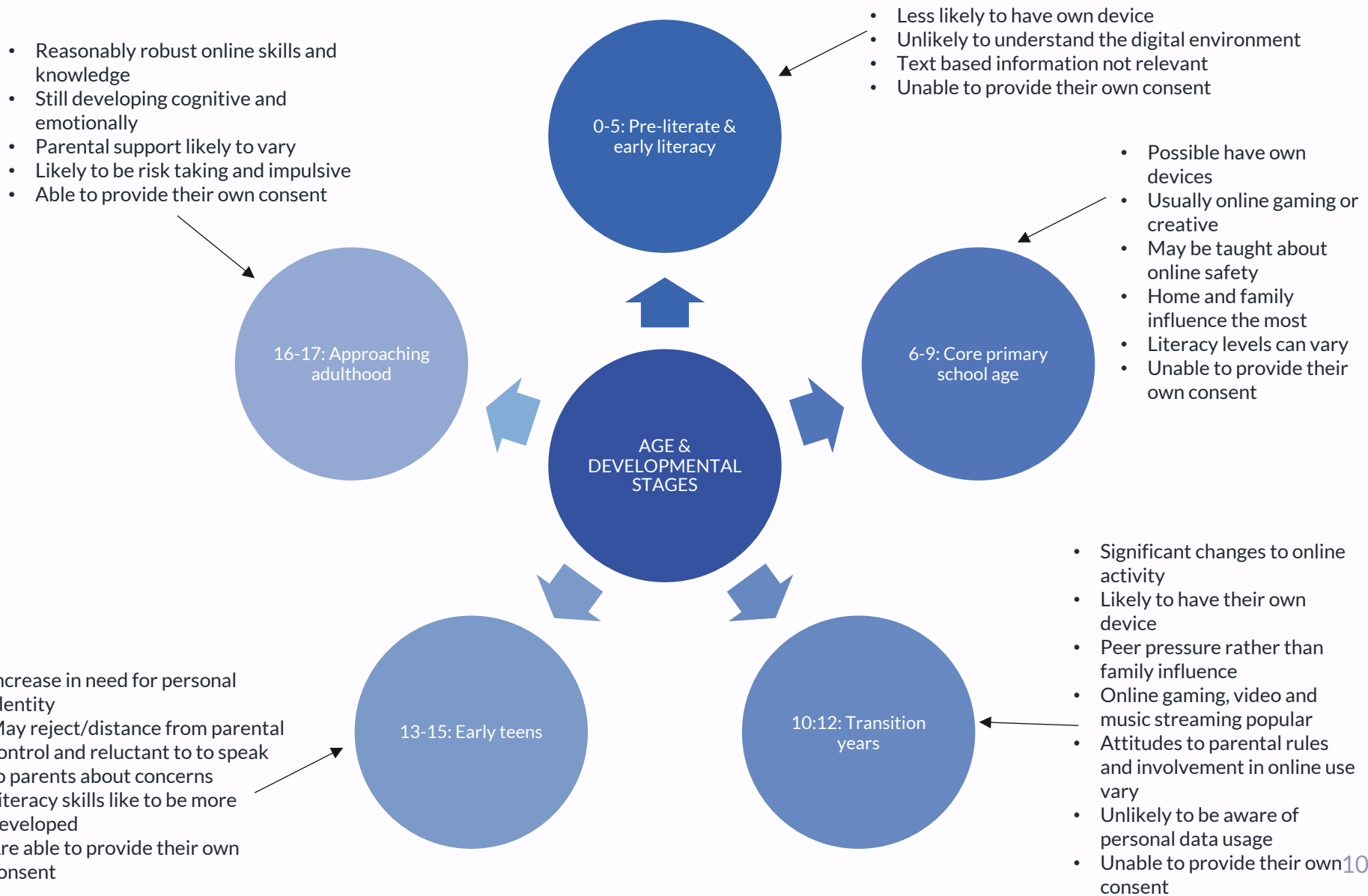


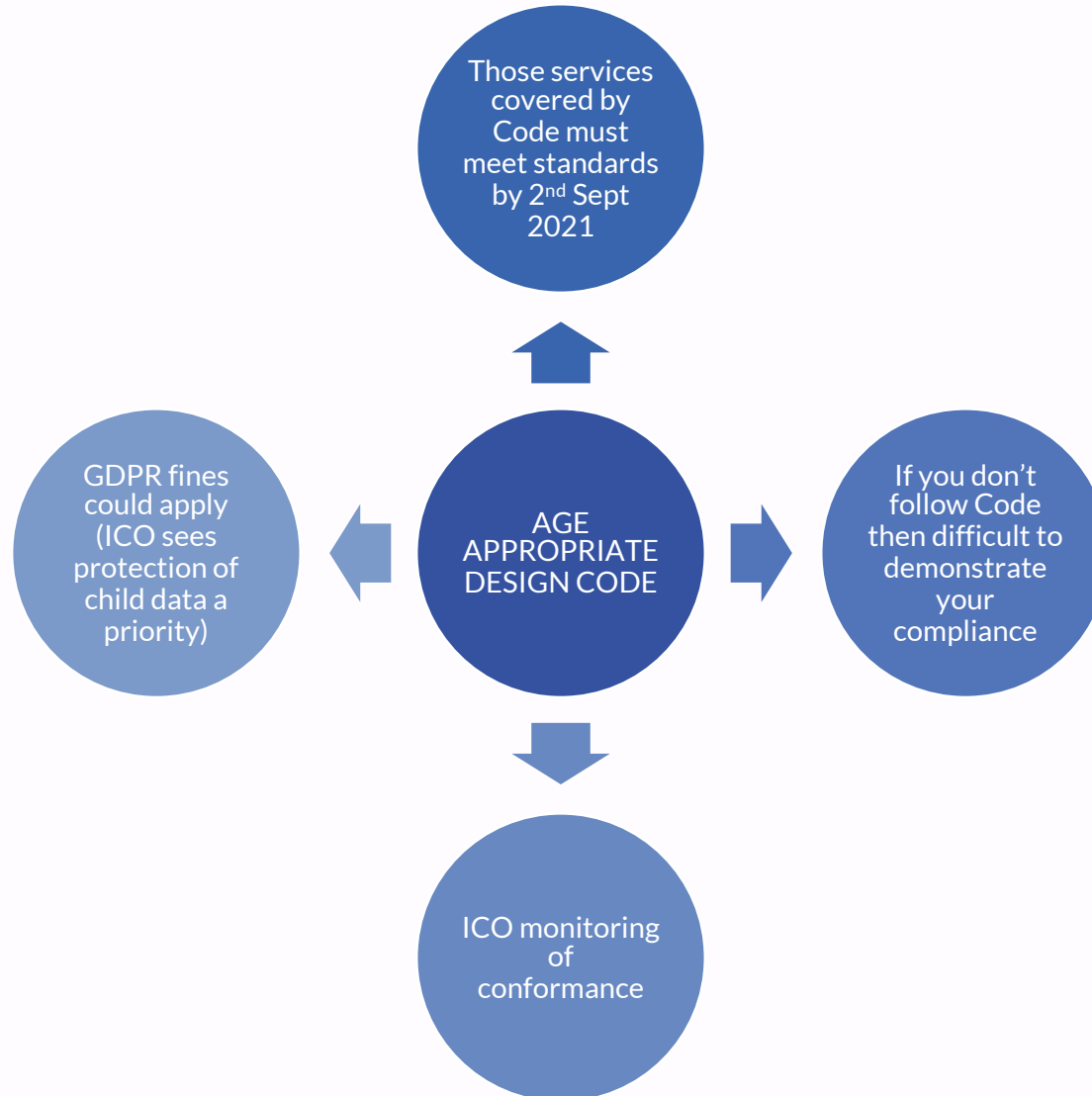


# WHO THE CODE APPLIES TO



# WHAT IS “AGE APPROPRIATE”

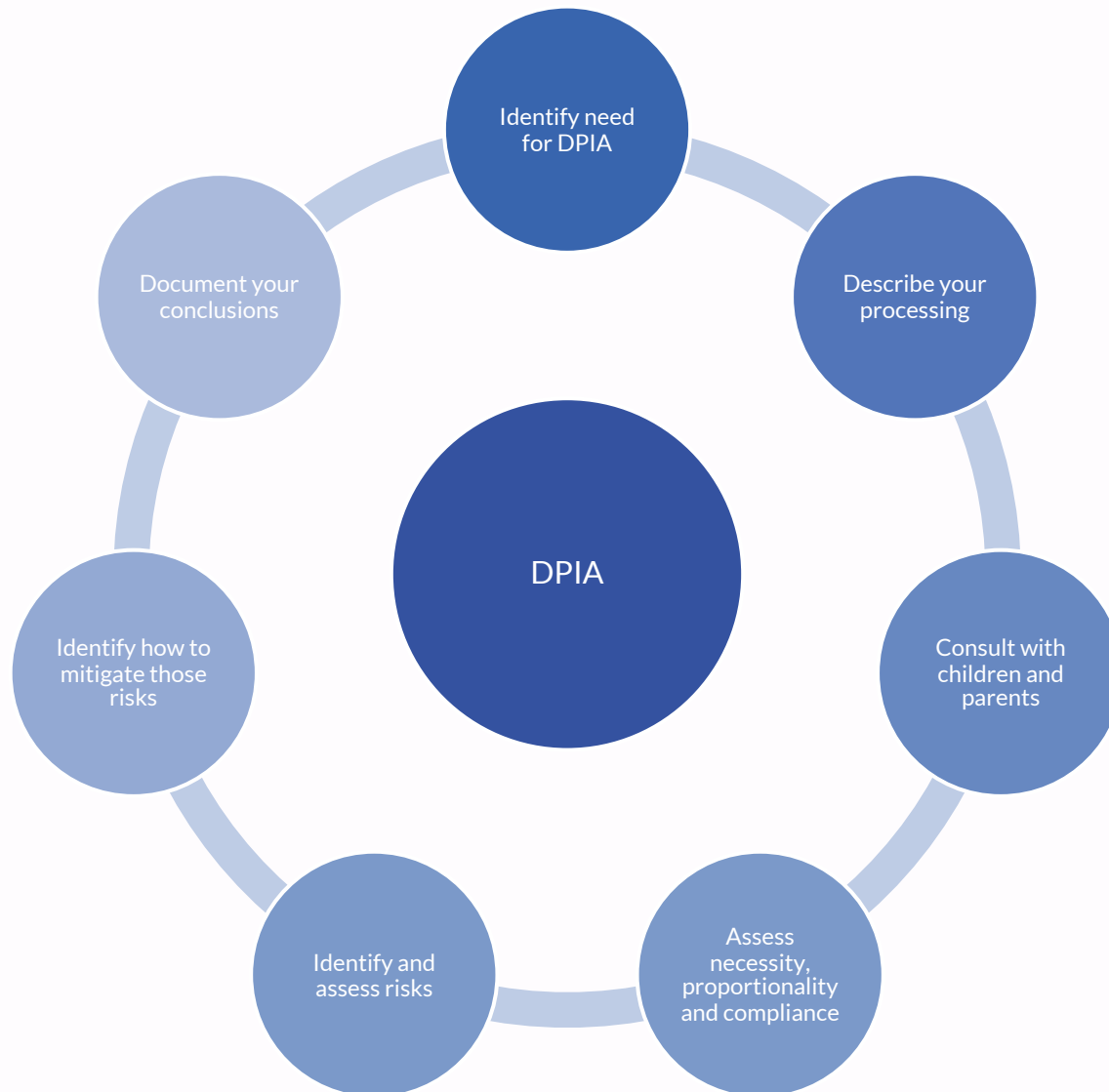




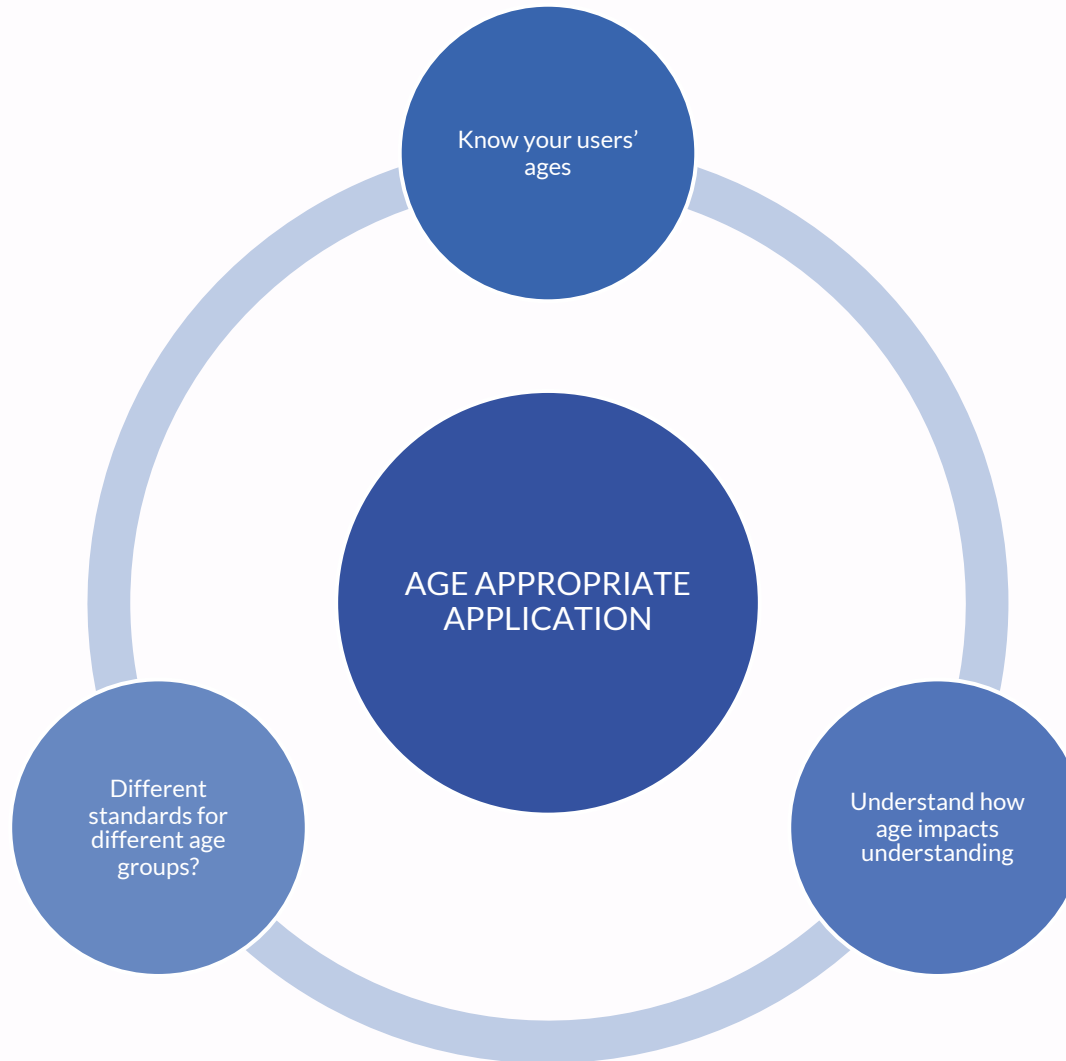
# THE 15 STANDARDS OF AGE APPROPRIATE DESIGN

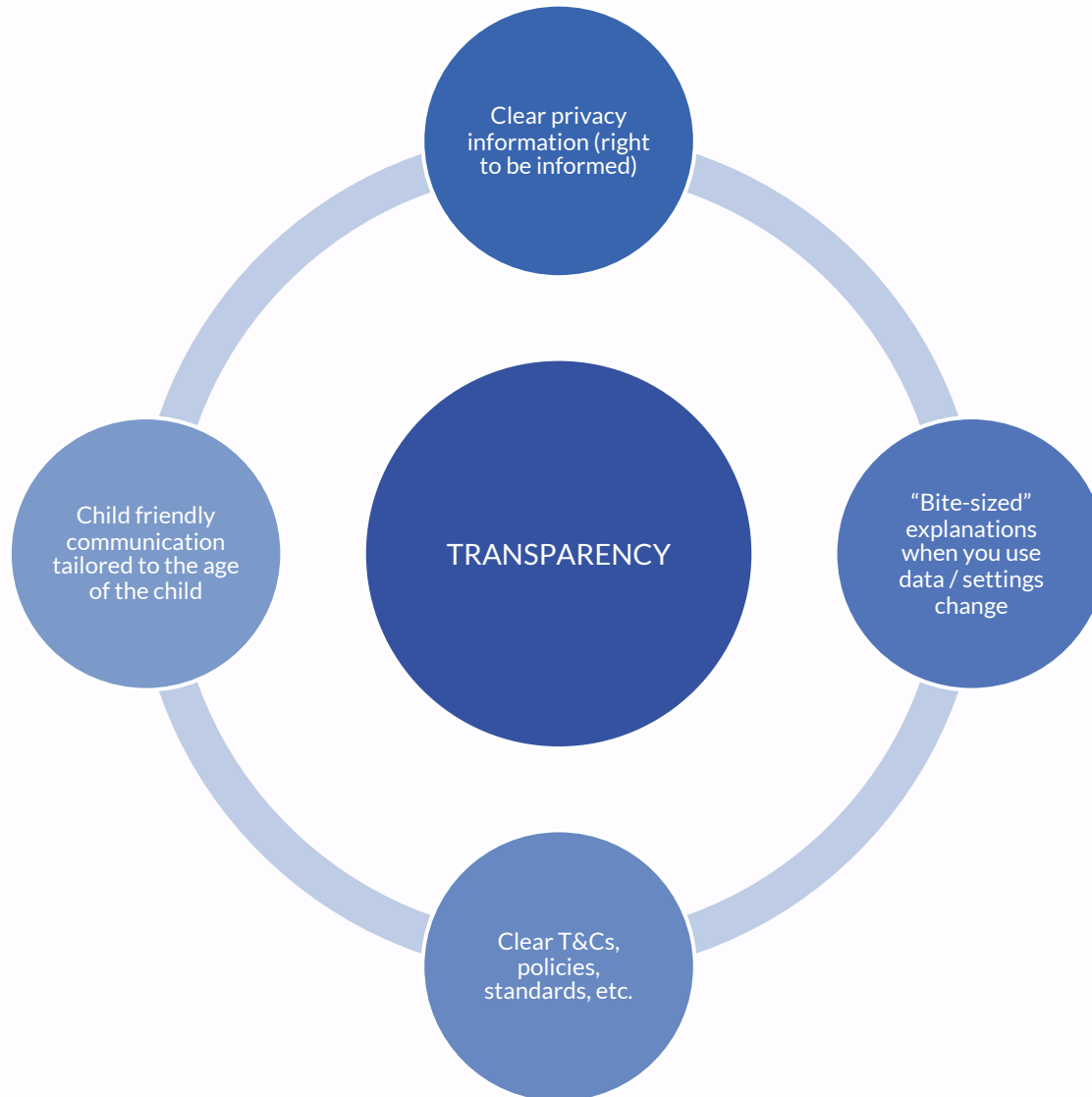
# 1. BEST INTERESTS OF THE CHILD





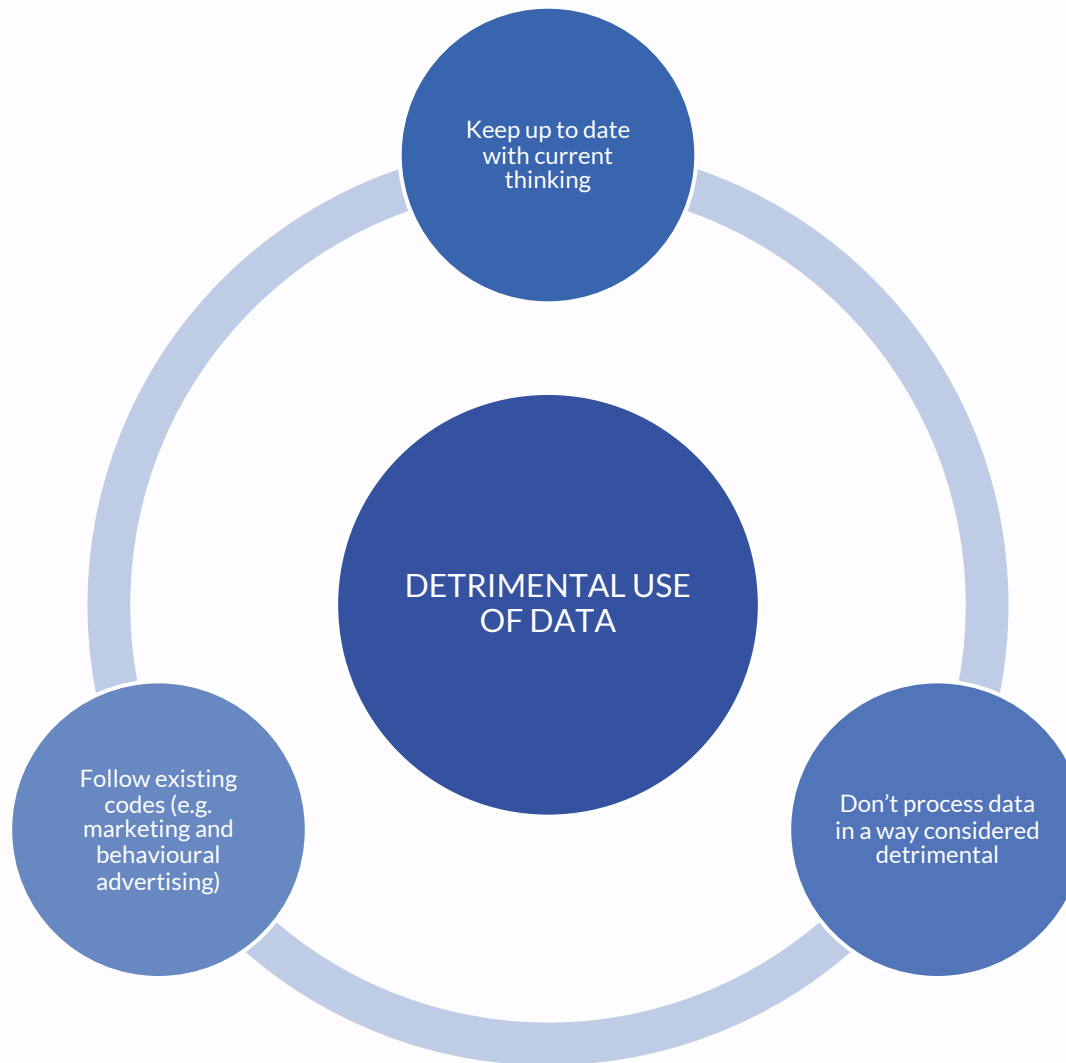
# 3. AGE APPROPRIATE APPLICATION



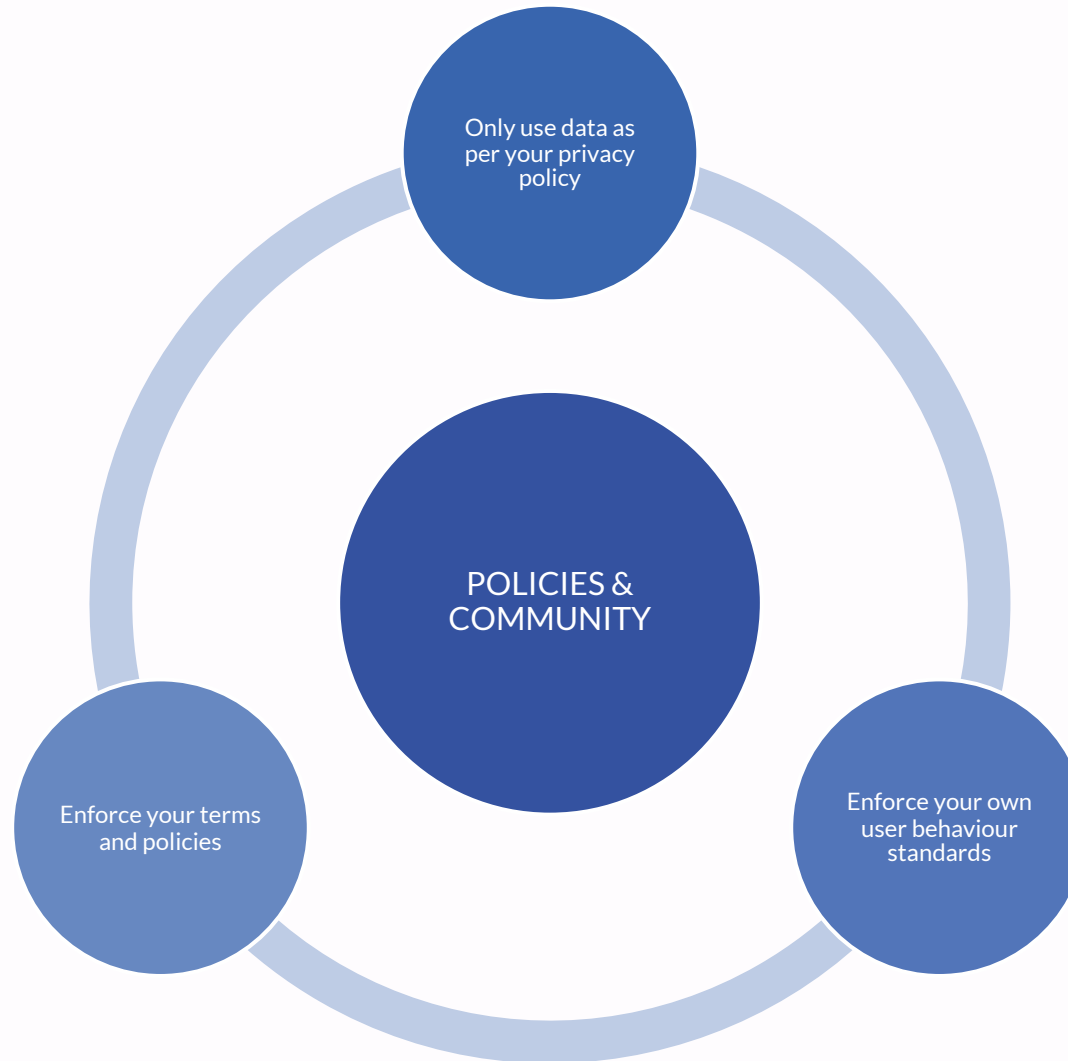




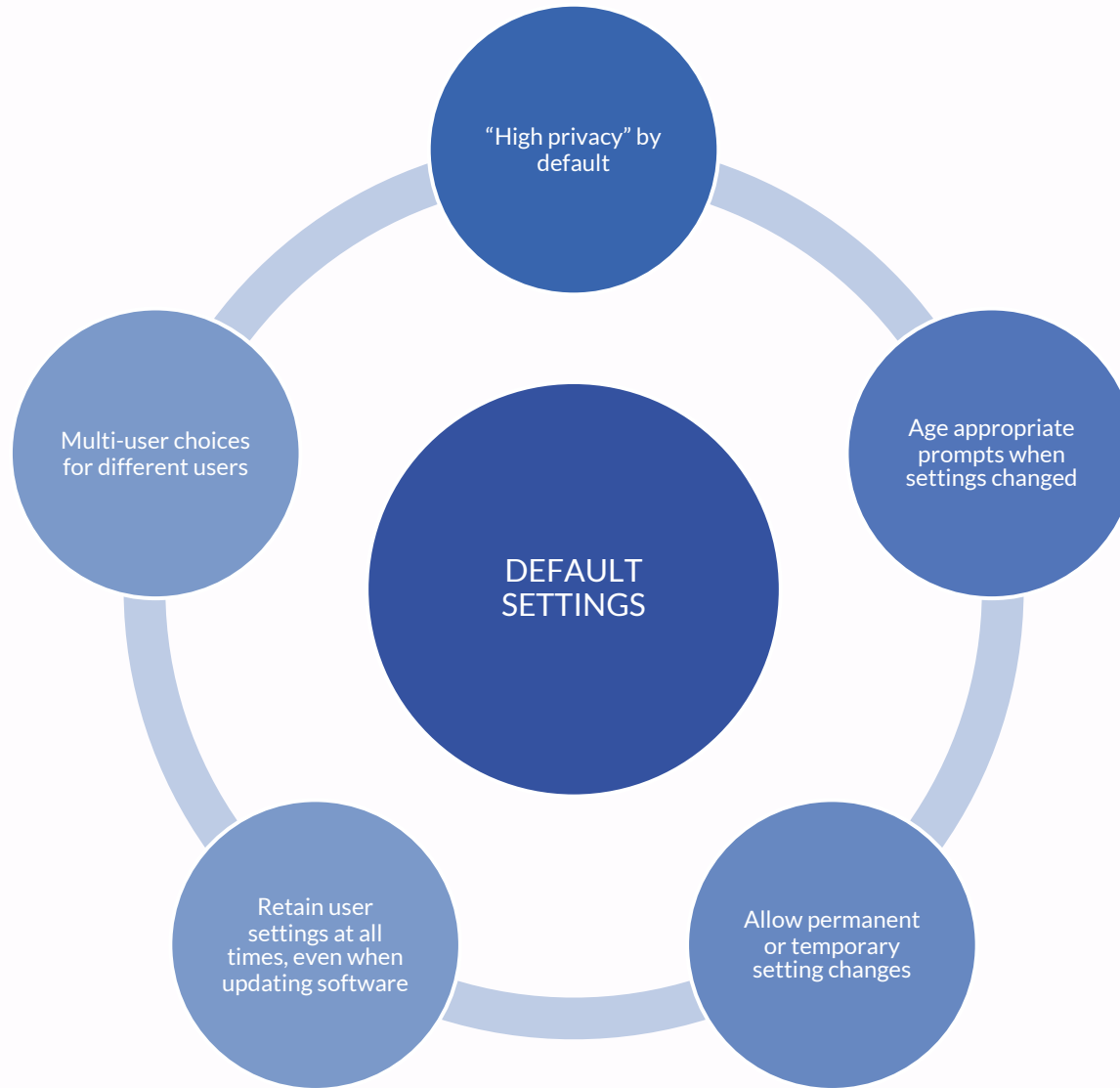
# 5. DETRIMENTAL USE OF DATA



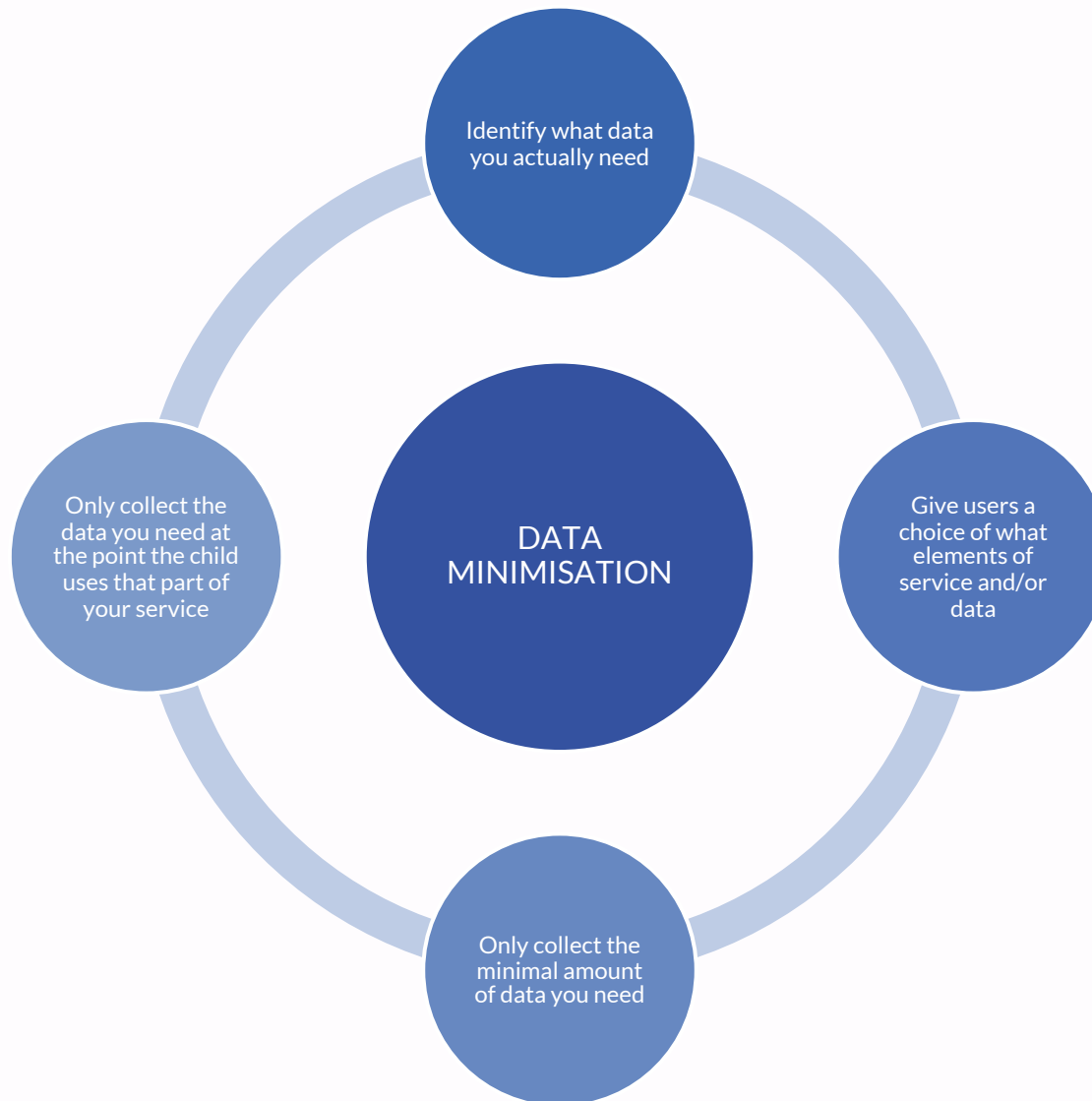
## 6. POLICIES AND COMMUNITY

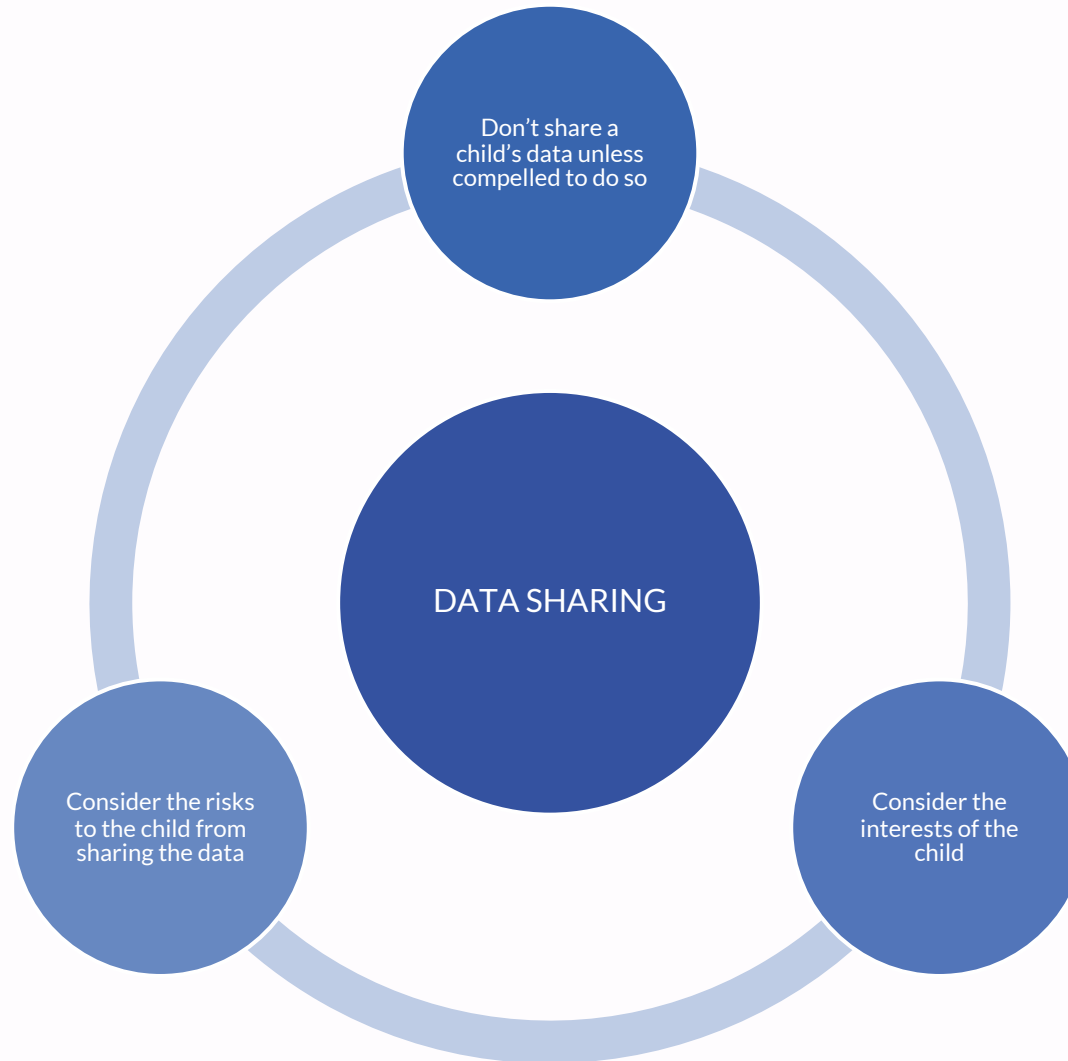


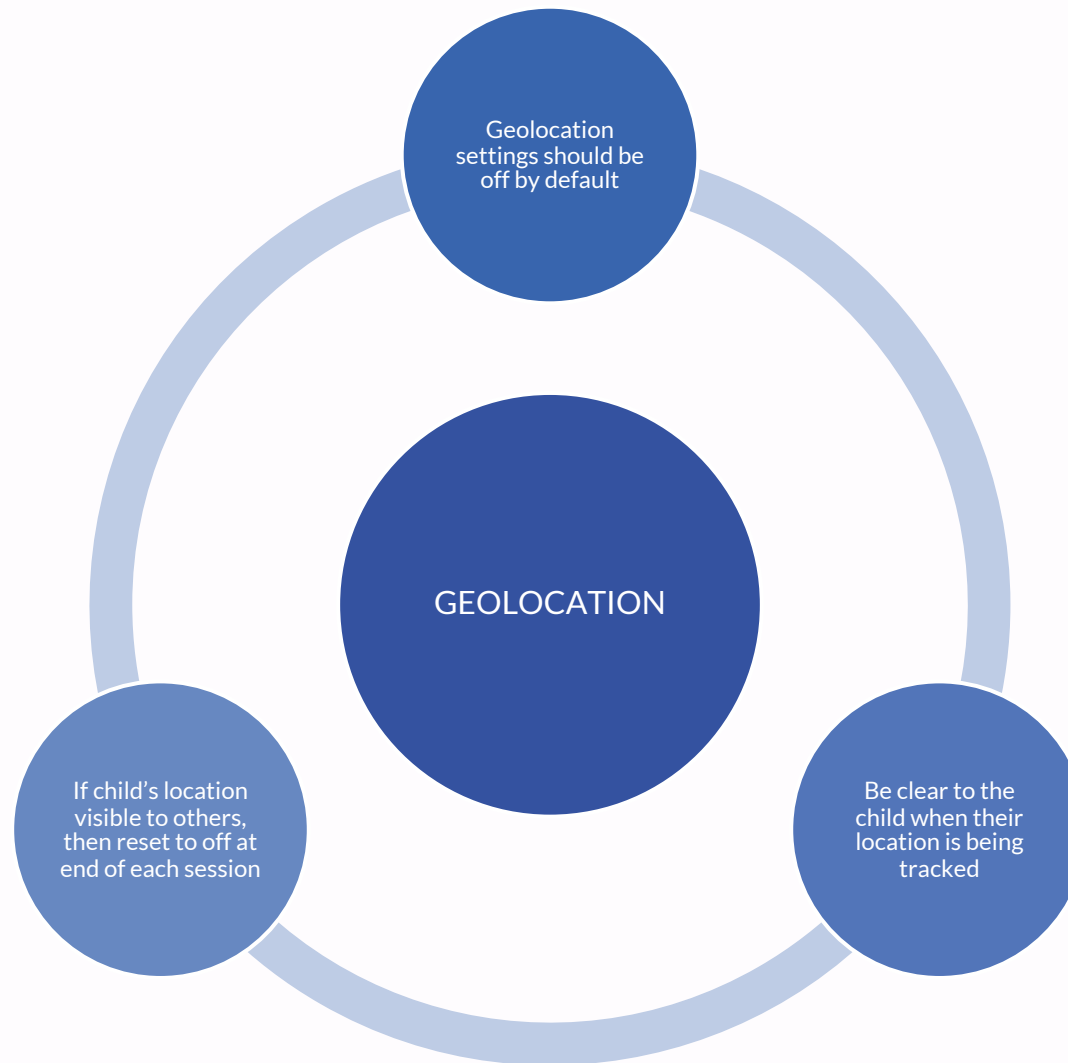
## 7. DEFAULT SETTINGS



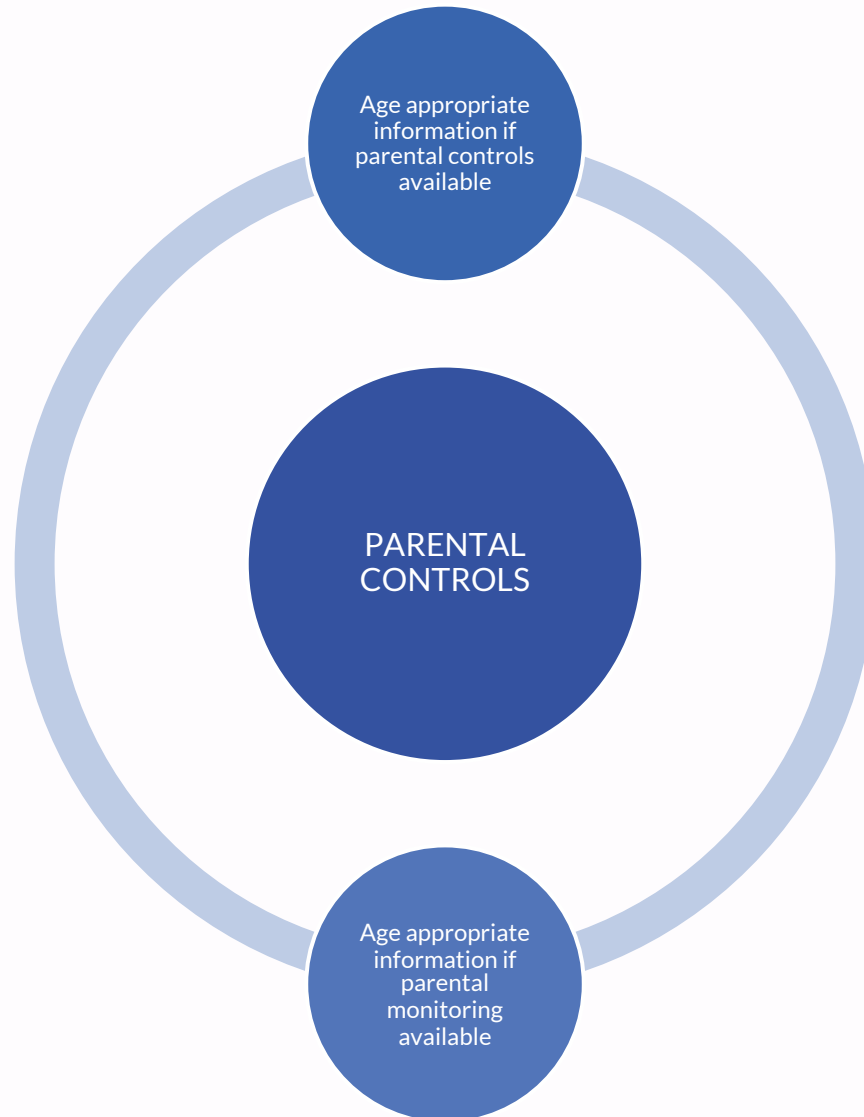
## 8. DATA MINIMISATION

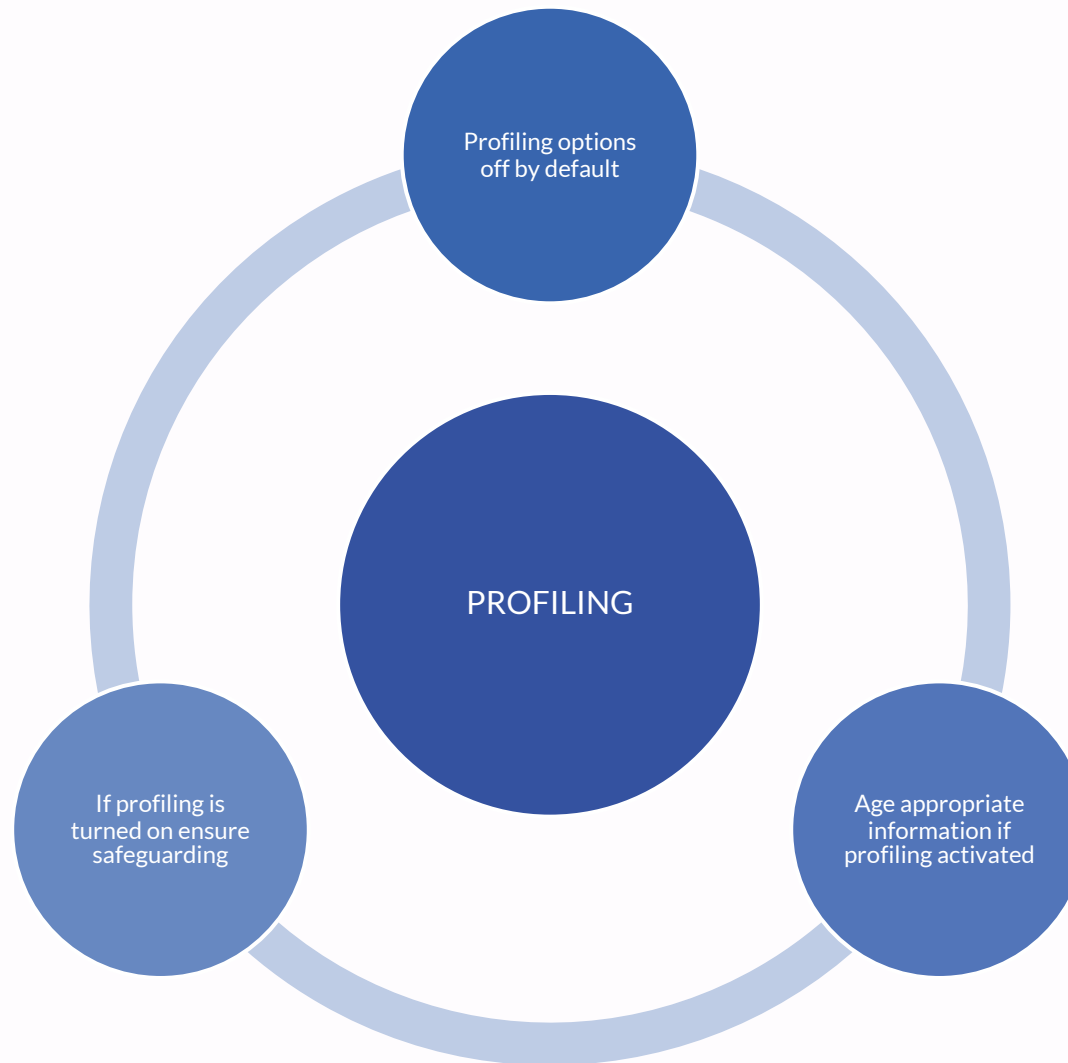






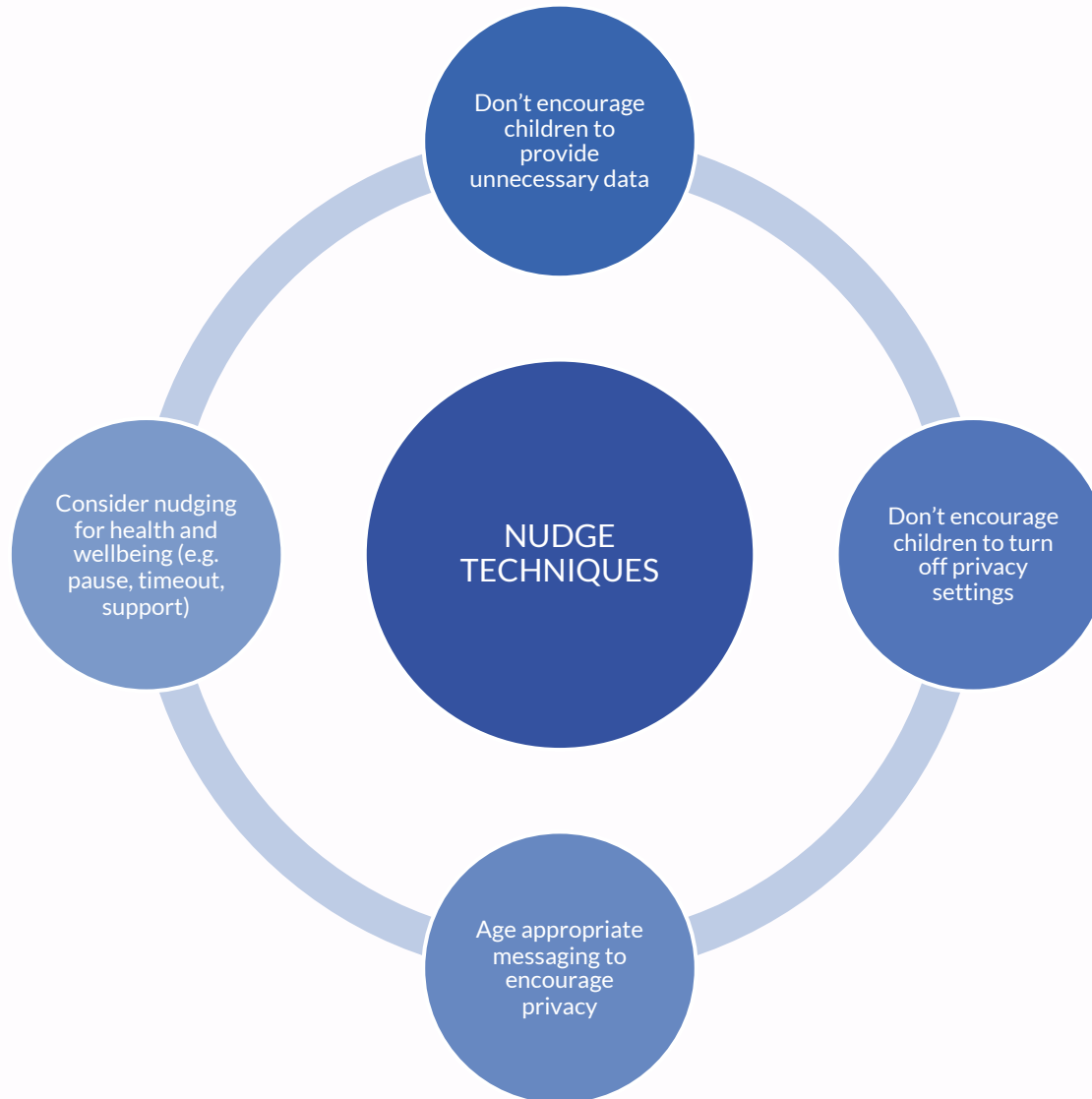
# 11. PARENTAL CONTROLS



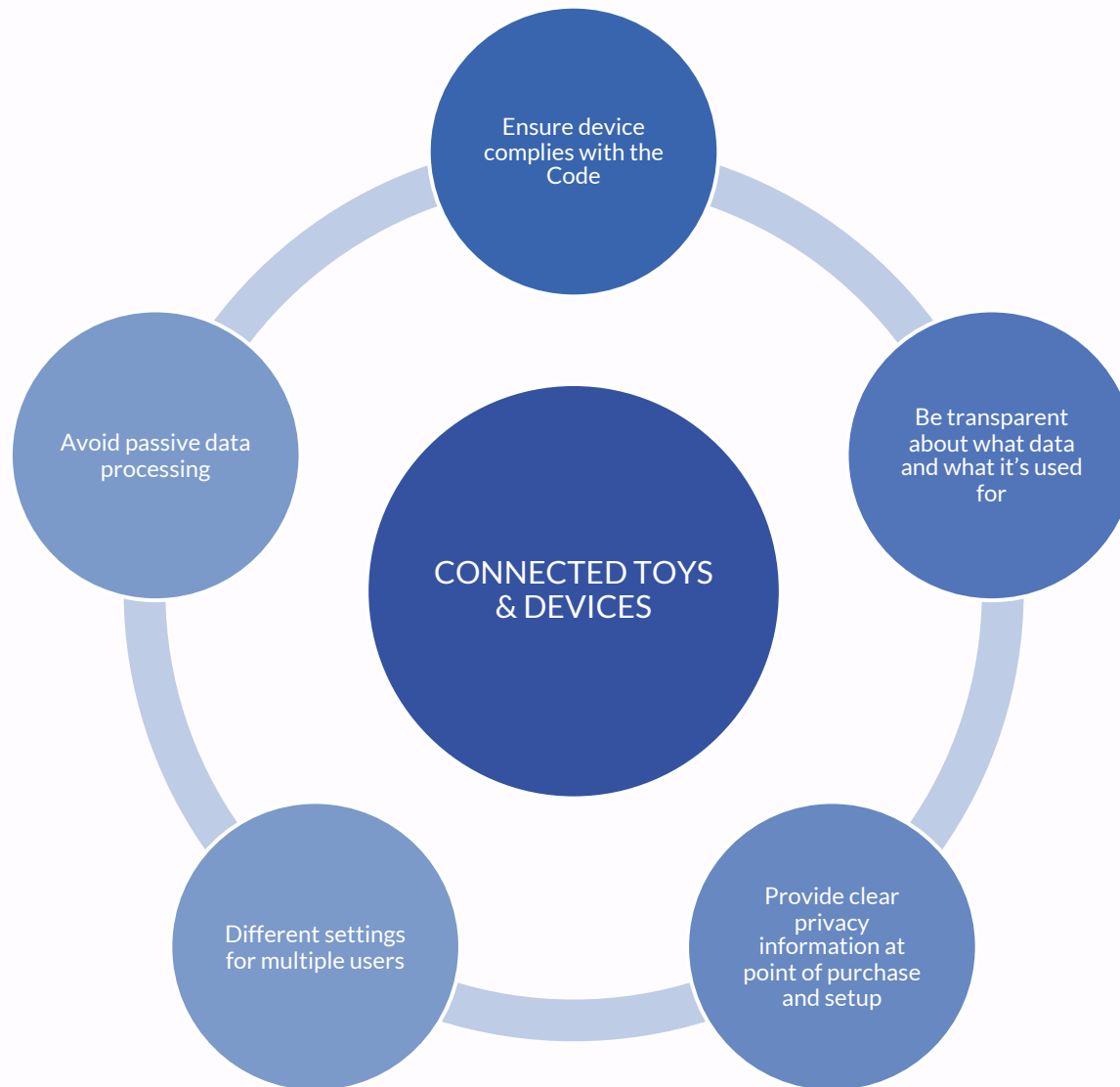


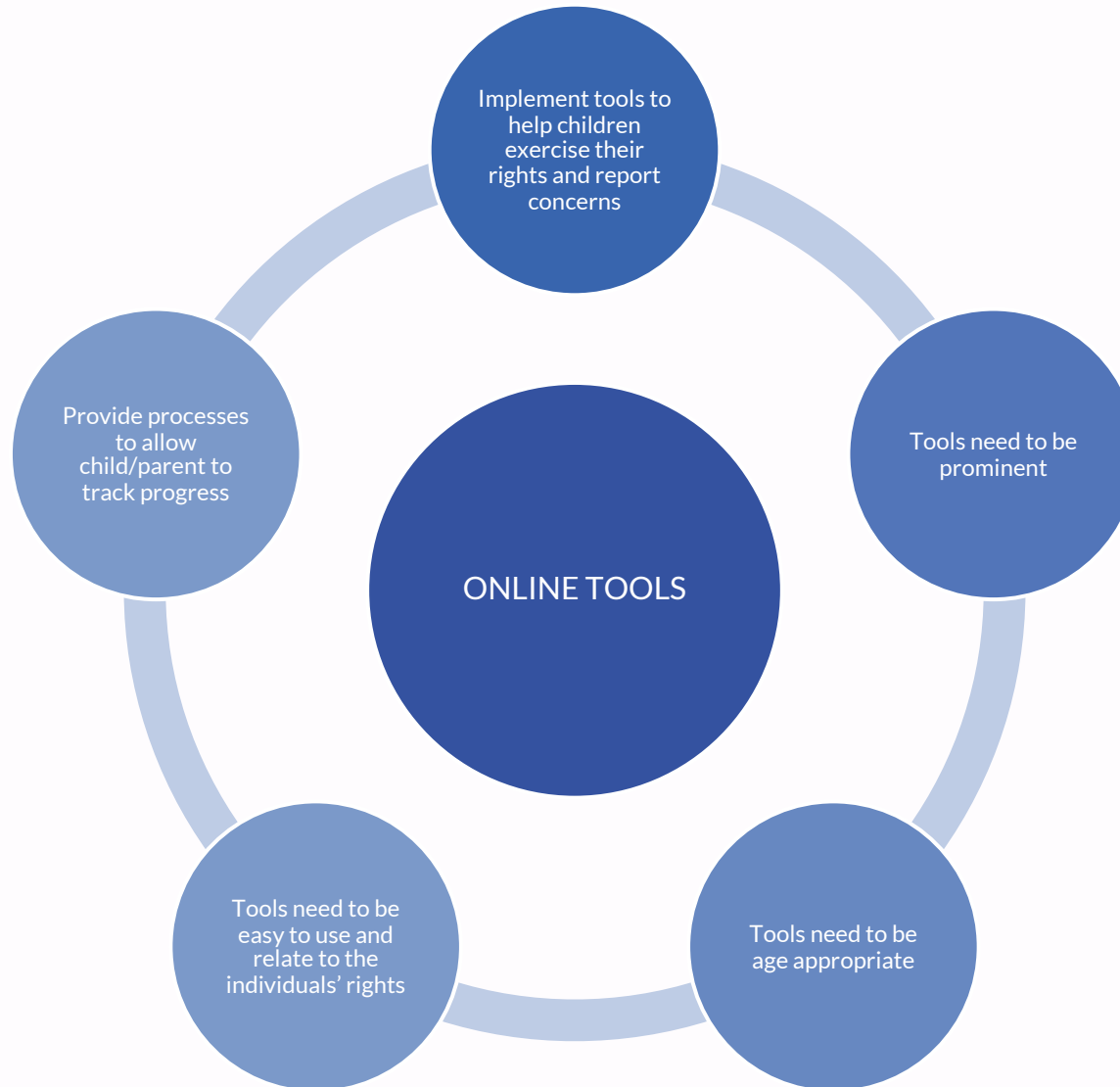


# 13. NUDGE TECHNIQUES



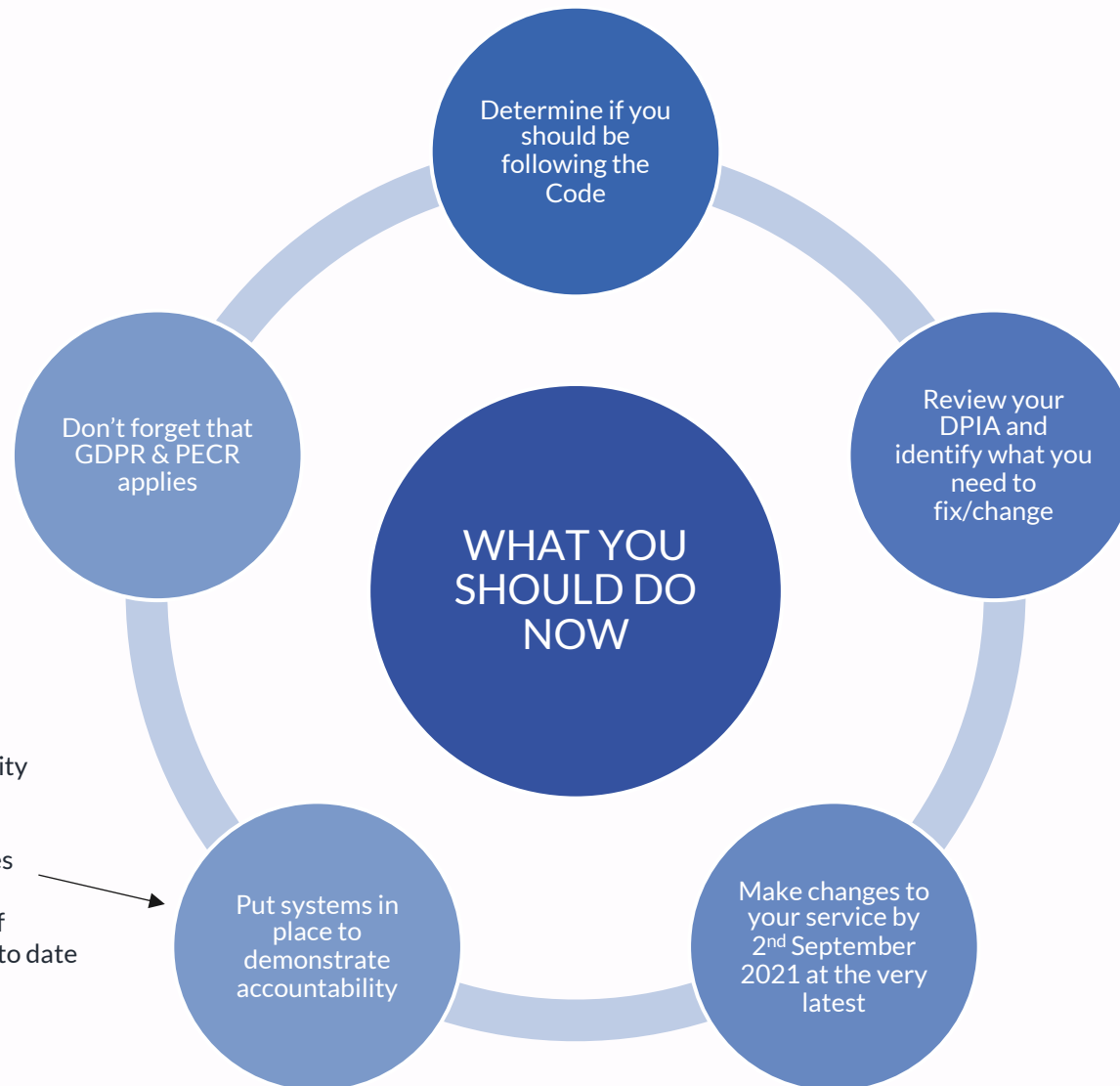
# 14. CONNECTED TOYS AND DEVICES





# WHAT THIS MEANS IN PRACTICE

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- Implement an accountability programme overseen by DPA/senior management
- Implement internal policies
- Train appropriate staff
- Make sure your register of processing activities is up to date

# HERE TO HELP



## GDPR UNLIMITED

- 4hrs hands-on help
- Email/phone support
- Online resources
- Alerts & updates
- Free access to webinars
- Can act as DPO
- Monthly subscription



## GDPR DIY

- Self-service
- Step-by-step guides
- Policy templates
- Online support
- Alerts & updates
- Free access to webinars
- Annual subscription

Practical GDPR & ePrivacy support and advice whenever you need it

TO FIND OUT MORE: <https://markgraceygdpr.co.uk/services/>

# TIME FOR YOUR QUESTIONS & DISCUSSION



Mark Gracey GDPR

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