

The Age-Appropriate Design Code

What Happened?

- **2 Sept 20** – Code issued by UK’s ICO
- **2 Sept 21** – 12-month transition period ends
- Statutory Code of Practice
- Translates GDPR requirements into 15 standards for online services
- Applies to:
 - “relevant information society services which are likely to be accessed by children”
 - non-UK companies who process the personal data of UK children

What Is The Impact?

The Code's standards must be applied:

1. Best interests of the child
2. DPIAs
3. Age-appropriate application
4. Transparency
5. Detrimental use of data
6. Policies and community standards
7. Default settings
8. Data minimisation
9. Data sharing
10. Geolocation
11. Parental controls
12. Profiling
13. Nudge techniques
14. Connected toys and devices
15. Online tools

What Are the Next Steps?

1. Check whether your service is in scope and that you have supporting evidence either way
2. Start your DPIA
3. Put a compliance roadmap in place