

# Children and Teens' Online Privacy Protection Act Reintroduced

On March 4, 2025, Senators Ed Markey (D-MA) and Bill Cassidy (R-LA) reintroduced the Children and Teens' Online Privacy Protection Act (COPPA 2.0), aiming to enhance online privacy safeguards for minors. □

COPPA 2.0 prohibits digital platforms from directing targeted ads at children and teenagers. □ This law requires companies to limit the collection of personal data from minors and mandates the deletion of such data. It restricts internet companies from gathering data from users aged 13 to 16 without explicit permission. □

Senator Markey has persistently championed this legislation since its initial introduction in 2011. In the previous Congress, COPPA 2.0 was incorporated into a broader children's online safety bill, which the Senate approved with a 91-3 vote in July. However, the House of Representatives did not proceed with a vote on the bill. □

The reintroduction has garnered support from numerous children's advocacy groups, teacher unions, privacy organizations, and medical associations. Senator Cassidy emphasized the bill's significance: "COPPA 2.0 is the tool that will give parents the peace of mind they need and keep their children's personal information secure." □

Advocates highlight the increasing surveillance of children across social media and gaming platforms, where companies collect data to track, profile, and influence young users. Katharina Kopp, deputy director of the Center for

Digital Democracy, noted, "Children's surveillance has only

intensified across social media, gaming, and virtual spaces, where companies harvest data to track, profile, and manipulate young users.”□

The continuation of COPPA 2.0 underscores a continued legislative effort to strengthen online privacy protections for minors in the digital age.