

2 September 2021

Dear Sir,

Today the Age Appropriate Design Code (Children's Code) comes into force in the UK. This ground-breaking legislation requires the tech sector to protect children's privacy, safety and wellbeing in products and services likely to be accessed by children and young people under 18.

The Code has prompted changes in areas such as targeted advertising, safe searching, plus the banning of direct messaging from strangers to minors. It mandates stronger age assurance as well as a host of wellbeing measures, with many more changes on the way.

For too long children have been exploited, surveilled and harmed online. The Children's Code shows that technology companies are able to function, even when regulation requires them to protect children. When the government acts, the tech sector can and will change.

It is rare that we are able to write to celebrate, but this is a great day for children and parents, who can look forward to the digital world that they deserve. The Code builds the UK's reputation as the global leader in child online protection and marks a new era of responsibility from the tech industry.

Yours,

Baroness Kidron, Chair 5Rights Foundation (signatory to the Code)
The Most Reverend and Right Honourable Stephen Cottrell, Archbishop of York (signatory to the Code)
Lord Stevenson of Balmacara (signatory to the Code)
Baroness Harding of Winscombe (signatory to the Code)
Lord Clement-Jones (signatory to the Code)
Jeremy Wright MP QCMP, Former Secretary of State for DCMS, Chair All-Party Parliamentary Group on Digital Regulation and Responsibility
Margot James, Former Minister for DCMS
Damian Collins MP, Chair UK Parliament Joint Committee on the Draft Online Safety Bill
Lord Gilbert of Panteg, Chair UK Parliament Communications and Digital Committee
Darren Jones MP, Chair All-Party Parliamentary Group on Data Poverty
Lord Vaizey of Didcot, Former Minister for DCMS
Lord Russell of Liverpool

Baroness Kennedy of The Shaws, QC, International Bar Association Institute of Human Rights

Dame Rachel De Souza, Children's Commissioner for England

Sir Peter Wanless, CEO, NSPCC

Patricia Durr, CEO, ECPAT UK (Every Child Protected Against Trafficking)

The UK Committee for UNICEF (UNICEF UK)

Lynn Perry MBE and Michelle Lee-Izu, Co-CEOs (interim), Barnardo's Carnegie UK

RESET UK

Jim Steyer, Common Sense Media

Susie Hargreaves OBE, Chief Executive, Internet Watch Foundation

Dr. Howard Taylor, Executive Director Global Partnership to End Violence Against Children

Ian Russell, Molly Rose Foundation

Adrian Lovett, President and CEO, World Wide Web Foundation

Prof. Sonia Livingstone OBE, London School of Economics

John Carr, UK Children's Charities' Coalition on Internet Safety

Louise MacDonald OBE, 5Rights Trustee

Rhiannon Lawson, 5Rights Trustee

Dr Towela Nyirenda-Jere, 5Rights Trustee

Sarah de Carvalho MBE, CEO It's a Penalty

Liam Hackett, CEO, Ditch the Label

Kathy Evans, Chief Executive, Children England

Deborah Denis, CEO Lucy Faithfull Foundation / Stop it Now! UK and Ireland

Shoshana Zuboff, Author The Age of Surveillance Capitalism; Harvard Business School

