The Do Not Track Kids Act of 2013 (S. 1700; H.R. 3481) Introduced by Senator Edward J. Markey (D-Mass.), Rep. Joe Barton (R-Texas), Senator Mark Kirk (R-Ill.) and Rep. Bobby Rush (D-Ill.)

Endorsed by: the American Academy of Children and Adolescent Psychiatry, American Academy of Pediatrics, American Family Association, American Psychoanalytic Association, Campaign for a Commercial-Free Childhood, Center for Digital Democracy, Center for Science in the Public Interest, ChildHelp, Children Now, Common Sense Media, Communication Workers of America, Consumer Federation of America, Consumer Watchdog, Consumers Union, Conversation Media, Electronic Privacy Information Center, Islamic Society of North America, Massachusetts Medical Society, National Collaboration for Youth, Parent Teacher Association, Safe Communications, United Church of Christ, US Conference of Catholic Bishops, US PIRG, Virtual World Computing, and Voices of America's Children.

Kids today enjoy unprecedented access to the Internet on their computers, mobile phones, and tablets. While the Internet remains an incredible tool for learning and sharing, it has also become a way for companies and strangers to track and target our children. Tracking the online movements of children and teens – and collecting their personal data – has quickly become widespread. Companies collect this information about children and teens then sell the information to advertisers and data brokers, compiling detailed digital dossiers.

Although Congress passed the Children's Online Privacy Protection Act (COPPA) in 1998, a law that took major steps towards protecting the personal information of children online, this law does not reflect what the Internet looks like today. Accordingly, Congress must act to update COPPA to ensure that children and teens are protected online. The Do Not Track Kids Act of 2013 strengthens online safeguards for children and teens.

What Kids Are Doing

- Teens are sharing more information about themselves on their social media profiles than ever before:
    - 91% post a photo of themselves, up from 79% in 2006.
    - 71% post the city or town where they live, up from 61%.
    - 53% post their email address, up from 29%.
- Children and teens are less able to understand the potential long-term consequences from having their information available to advertisers, colleges, and potential employers. Over 80% of college admissions officers now Google and review the Facebook pages of potential applicants, and that percentage is growing every year.

What 'The Do Not Kids Act' Would Do

- Prohibit Internet companies from collecting personal and location information from anyone under 13 without parental consent and anyone 13 to 15 years old without the user's consent;
- Require consent of the parent or teen prior to sending targeted advertising to children and teens;
- Establish a "Digital Marketing Bill of Rights for Teens" that limits the collection of personal information of teens, including geo-location information of children and teens;
- Create an "Eraser Button" for parents and children by requiring companies to permit users to eliminate publicly available personal information content when technologically feasible.
- Require online companies to explain the types of personal information collected, how that information is used and disclosed, and the policies for collection of personal information;

What Parents Are Saying

- 94% of parents agree that advertisers should receive the parent's permission before putting tracking software on a child's computer;
- 94% of parents believe individuals should have the ability to request the deletion of all their personal information held by an online search engine, social networking site, or marketing company after a specific period of time;
- 81% of parents of online teens say they are concerned about how much information advertisers can learn about their child's online behavior, with some 46% being "very" concerned; and
- 69% of parents are concerned about how their teen's online activity might affect their future academic or employment opportunities.