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April 3, 2018

The Honorable Ed Chau
Chair, Assembly Privacy & Consumer Protection Committee
1020 N Street, Suite 156A
Sacramento, CA 95814

**RE: AB 2511 (Chau) The Parent's Social Media Accountability & Child Protection Act
SUPPORT**
Assembly Privacy & Consumer Protections Committee

Dear Assemblymember Chau:

The Consumer Federation of California (CFC) writes in support of your AB 2511, a bill to prohibit a business from soliciting or knowingly permitting a minor to consent on behalf of a parent or legal guardian, to use of the minor's name, image or information on a social media website or application, or to sell a product that is illegal to sell, or sell without a parent or legal guardian's permission, to a minor.

Today, around seven-in-ten Americans use social media websites and despite the age limit to use these sites, the demographics of children aged between 10 and 12 who have social media accounts has increased.

As internet and social media companies continue to seek out young, influential individuals to endorse brands and share content with their networks, such as using "liked" content to create an advertisement on behalf of a user, it is vitally important that the laws that enable parents to protect our children's privacy are strengthened. Businesses should not be able to circumvent the parents' role by assuming that a child's consent to use of his or her image or information implies the parent has provided consent.

AB 2511 will ensure that children who are using websites and online applications cannot agree to a business' general term and conditions and cannot consent on behalf of their parents.

Thank you for championing this important issue.

Sincerely,

Richard Holober
Executive Director

Cc: Members & Staff, Assembly Privacy and Consumer Protection Committee
Assemblymember Chau