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# California ADCA Bill Aims to Increase Children's Data Privacy

### **WRITTEN BY**

Ronald Raether, Jr. | Kamran Salour | Robyn W. Lin

### Authors:

Ron Raether Kamran Salour Robyn Lin Safvet Besen\*

Recently, California introduced Assembly Bill 2273 (AB 2273) or the California Age-Appropriate Design Code Act (ADCA). If passed, the ADCA will impose certain data privacy requirements on businesses that provide "an online service, product or feature likely to be accessed by a child." Unlike other statutes, the ADCA defines child as a consumer under 18 years of age. These requirements are intended to protect children's personal information and limit children's online exposure.

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\*Safvet Besen is a 2022 summer associate with Troutman Pepper and not admitted to practice law in any jurisdiction.

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