



Rae Burdon <rae@gregsregs.com>

The Children's Corner (February 2025)

Children's Programs <programs@bbbnp.org>
Reply-To: programs@bbbnp.org
To: rae@gregsregs.com

Wed, Feb 26, 2025 at 6:02 PM



February 26, 2025

Children's Corner

Legal, Regulatory, & Self-Regulatory News

Bill Targeting Food Advertising to Children Reintroduced in New York Senate

A [New York Senate bill](#) would require courts to consider special factors when evaluating if food advertising is false, misleading, or unfair. Factors to be considered include the vulnerability of consumers to whom the ad is directed with special consideration given to advertisements directed at consumers under age 18.

California Senator Introduces Bill to Protect Children from Predatory Chatbot Practices

California Senator Steve Padilla introduced [Senate bill 243](#), which would require operators to provide a periodic reminder that chatbots are AI-generated and not human, as well as a disclosure statement to warn children and parents that chatbots might not be suitable for minors.

EDPB Adopts Statement on Age Assurance

In a [press release](#), the European Data Protection Board (EDPB) announced that it adopted a [statement on age assurance](#) listing ten principles for the compliant processing of personal data when determining the age or age range of an individual.

FTC Settlement Bans Genshin Impact Loot Boxes to Kids Under 16 Without Parental Consent

The FTC announced a [proposed order](#) which requires Genshin Impact game developer, Cognosphere LLC, to pay \$20 million and block children under 16 from making in-game purchases without parental consent.

Connecticut Attorney General William Tong Announces Legislation to Combat Youth Social Media Addiction

In a [press release](#), Connecticut Attorney General William Tong announced he is seeking legislation to prevent social media companies from exposing minors to harmful algorithms and notifications without parental consent. The bill would set default privacy and usage limits, including barring notifications overnight and capping use at one hour per day, with parental consent required for changes.

Reports & Studies

MAHA Commission Established to Study Causes of Childhood Disease

President Trump issued an [executive order](#) establishing the Make America Healthy Again (MAHA) Commission. The Commission is tasked with investigating and addressing the root causes of childhood obesity and other chronic diseases and producing an assessment and strategy to improve children's health.

In Case You Missed It

Common Sense Media Provides Fact-Checking Tools for Teens and Tweens | [Common Sense Media](#) (January 31, 2025)

Snap Unveils AI Text-to-Image Model for Mobile Devices | [TechCrunch](#) (February 4, 2025)

Toy Industries of Europe Launches Petition for Stronger EU Action Against Unsafe Toys | [Toy World Magazine](#) (February 11, 2025)

Upcoming Events

NCA 2025 State of the Industry Conference

March 2-4, 2025 | Aventura, FL

Daniel Range, VP of BBB National Programs' Children's Food and Beverage Advertising Initiative (CFBAI) will present to the National Confectioners Association (NCA) Board on the state of CFBAI and the Children's Confection Advertising Initiative (CCAI).

[Learn more](#)

BBB National Programs LIVE: Geolocation in Digital Advertising: Best Practices & Compliance Guidance

Thursday, March 6, 2025 | Virtual

In this webinar, speakers will explore the rules governing geolocation data in digital advertising, common compliance mistakes, and key takeaways from a recent Digital Advertising Accountability Program (DAAP) case on interest-based ads. Learn about the most significant legal violations and get practical guidance to avoid them.

[Learn more and register](#)



Follow us on social media



BBB National Programs 1676 International Drive Suite 550 McLean Virginia 22102

You received this email because you are subscribed to Children's Corner Newsletter from BBB National Programs.

Update your [email preferences](#) to choose the types of emails you receive.