



July 23, 2024

The Honorable Members of the U.S. Senate
United States Senate
Washington, D.C. 20515

Dear U.S. Senator,

With the announcement today by Majority Leader Schumer that he intends to bring children's privacy and online safety legislation to the Senate floor, we are writing to strongly urge you to vote in favor of the bipartisan Children and Teens Online Privacy Protection Act (COPPA 2.0) (S. 1418) as currently drafted, when it comes to the floor. This bill is co-authored by Senators Markey and Cassidy and has the support of Commerce Chairwoman Cantwell and Ranking Member Cruz, as well as [over a dozen additional Senators](#) on both sides of the aisle.

[COPPA 2.0](#) would make practical but critically needed updates to the 25-year-old children's data privacy law and expand protections to teenagers. It would:

- Increase data privacy protections to all users under the age of 17;
- Enforce data minimization principles;
- Close the loophole that currently allows companies to turn a blind eye to young people on their sites, and;
- Ban targeted advertising to minors.

The American public overwhelmingly supports such legislation – in a recent [Tech Policy Press/YouGov poll](#), 86% of respondents supported legislation that would ban apps and websites, including social media platforms, from collecting, compiling, or using personal information to target advertising to children and teens.

As organizations dedicated to the well-being and privacy of our country's children and teenagers, we have been waiting for Congress to update the Children's Online Privacy Protection Act (COPPA) since it was enacted more than 25 years ago. It is crucial that we strengthen online privacy measures for children and advance effective online protections for teenagers. Digital marketers are increasingly using manipulative and unfair data-driven marketing tactics to profile, target, discriminate against, and exploit young people across all online platforms they use. This invasion of privacy and resulting public health harms are unacceptable.

Children and teens need effective privacy protections now, and this bipartisan, bicameral bill will provide such protections.

We respectfully ask that you vote in favor of this important piece of legislation.

Sincerely,
Common Sense Media
Center for Digital Democracy
Fairplay

S. 1418 is supported by the following organizations:

#HalfTheStory
Academy for Eating Disorders
Accountable Tech
Amanda Birkhead Nutrition Counseling LLC
American Academy of Pediatrics
American Association for Psychoanalysis in Clinical Social Work
American Association of Child and Adolescent Psychiatry
American Counseling Association
American Federation of Teachers
American Heart Association
American Psychological Association
Anxiety and Depression Association of America
Association of Latino Administrators and Superintendents (ALAS)
Banu Foundation
Be Real USA
Becca Schmill Foundation
Berkeley Media Studies Group
C. Everett Koop - Geisel School of Medicine
Center for Digital Democracy
Center for Online Safety
Centerstone
Children Now
Citizens for Decency
Clinical Social Work Association
Common Sense Media
Compass 31
Consumer Action
Darren White
Defending the Early Years
Design It For Us
Eating Disorders Coalition for Research, Policy, & Action
EDGE Consulting Partners
Enough Is Enough

Fairplay
IGGY Ventures
LookUp.live
Lynn's Warriors
MACGH
Media Education Foundation
Mental Health America
Mentari
National Association of School Nurses
National Alliance for Eating Disorders
National Association of Pediatric Nurse Practitioners
National Association of Social Workers
National Center of Excellence for Eating Disorders
National Eating Disorders Association
National Federation of Families
National League for Nursing
Network for Public Education
Parents Television and Media Council
Parents Who Fight
Paving the Way Foundation
Peace Educators Allied for a Safe Environment (P.E.A.C.E.)
Porn Free Colorado
Postpartum Support International
Prevention Institute
Project HEAL
Project Stand
Protect Young Eyes
Public Good Law Center
Public Health Institute
Realized Potential Inc
Rego Payment Architectures Inc.
RI International
Shift SC
Stop Predatory Gambling and Campaign for Gambling-Free Kids
Strategic Training Initiative for the Prevention of Eating Disorders
Susan K. Youngsteadt LCSW, PLLC
The Kennedy Forum
The National Alliance to Advance Adolescent Health
truthinadvertising.org (TINA.org)
Turning Life On
Tyler Clementi Foundation
U.S. PIRG
Uprising
Wager Score

Waldorf Early Childhood Association of North America
We Stand Guard LLC
Wealth Management Ministries-Prevention Works Joint Task Force & Coalition
WithAll
worthy2
YCA Human Trafficking Task Force
Children and Screens Institute of Digital Media and Child Development
National Parent Teacher Association
AASA
The School Superintendents Association
AFT
Association of Educational Service Agencies
Association of School Business Officials International (ASBO)
Consortium for School Networking
Council of the Great City Schools
National Association of Elementary School Principals
National Association for Pupil Transportation
National Association of Secondary School Principals
National Education Association
National Rural Education Association
National School Boards Association
Public Interest Privacy Center