

**Contact:**

Jeff Chester, CDD ([jeff@democraticmedia.org](mailto:jeff@democraticmedia.org); 202-494-7100)

David Monahan, CCFC ([david@commercialfreechildhood.org](mailto:david@commercialfreechildhood.org); 617-896-9397)

**Statements from Campaign for a Commercial-Free Childhood, Center for Digital Democracy, and the Institute for Public Representation regarding the letter sent today to the FTC describing sanctions for Google's violations of the Children's Online Privacy Protection Act**

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“For years, the FTC’s failure to enforce COPPA has left children vulnerable to a host of manipulative data collection and marketing practices. No one has benefited more than YouTube, whose children’s media empire was built on a foundation of illegal data collection and targeted marketing. Every YouTube scandal involving children can be traced to its unethical and illegal business model. The FTC has an obligation to America’s families to put a stop to what it helped unleash.”

Josh Golin, Executive Director, Campaign for a Commercial-Free Childhood

“Affording children space to explore without their every move being tracked is essential to their healthy development. YouTube tracks all users on the pretext that the service is not intended for those under age 13. But every parent knows, and studies show, that children spend a lot of time on YouTube. The FTC must take action to stop YouTube's surveillance of children and to send the message that YouTube is not above the law.”

Prof. Angela Campbell, Director, Communications & Technology Clinic, Institute for Public Representation, Georgetown Law

“In its effort to help build an enormously lucrative business, Google has, for years, deliberately and cynically encouraged children to flock to YouTube -- even though the company knew it was violating federal law,” explained Jeff Chester, Executive Director of the Center for Digital Democracy (a group that helped enact COPPA in 1998 and with CCFC filed the FTC complaints against Google). “The Federal Trade Commission must require reparations from Google that are proportionate to the extensive harms Google has inflicted on America’s children by its callousness in failing to protect their privacy.

The FTC should impose substantial financial penalties, as well as a set of rigorous safeguards that will reverse and correct the company's longstanding irresponsible behavior. Not only must Google (Alphabet, Inc.) desist from engaging in further deceptive practices, but it must also pay back America's children and their parents by supporting multiple new streams of commercial-free quality kids' content. And the executives responsible for its failure to obey the law, including YouTube President Susan Wojcicki, should be held directly accountable," Chester said.

Jeff Chester, Executive Director, Center for Digital Democracy