



September 6, 2024

Honorable Cathy McMorris Rodgers, Chairwoman

House Committee on Energy & Commerce
United States House of Representatives
Washington, DC 20510

Honorable Frank Pallone, Ranking Member

House Committee on Energy & Commerce
United States House of Representatives
Washington, DC 20510

Re: Advancement of the Children and Teens' Online Privacy Protection Act (H.R. 7890)

Dear Chairwoman McMorris Rodgers and Ranking Member Pallone,

Today we write as a coalition of advocates dedicated to the mental and physical health, safety, education, and privacy of our nation's youth, urging you to move the Children and Teens' Online Privacy Protection Act (H.R. 7890) *as a standalone bill* to a markup before the full House Committee on Energy and Commerce. With precious few weeks remaining in this legislative session, it is imperative that the Committee prioritize common sense privacy protections for children and teens by moving H.R. 7890 as originally introduced.

H.R. 7890 is an effective, widely supported, bipartisan update to its 25-year-old predecessor. It extends privacy protections to teens, implements strong data minimization principles, bans targeted advertising to minors, gives families greater control over their data, and strengthens the law's knowledge standard to ensure covered entities cannot evade enforcement. American families urgently need these protections. Big Tech's business model relies on the collection of millions of data points on children and teens, all to rake in record profits through design features that maximize engagement in order to sell targeted ads. This system has contributed to a [startling mental health crisis](#) among our youth, along with a myriad of online harms including sexual exploitation, rampant cyberbullying, and eating disorders.

Meanwhile, the largest tech firms blatantly evade accountability. Last month, the Wall Street Journal [reported](#) that Meta is actively generating profits from the sale of ads that steer users to online marketplaces for illegal narcotics like cocaine, ecstasy, and prescription opioids. This despite the fact that Meta is already under federal investigation for this very same conduct. Similarly, the Financial Times recently [reported](#) that Meta and Google launched a secret

campaign to target teens on YouTube with ads for Instagram. Google allowed Meta to target users marked as age “unknown,” even though it was fully aware that those users were most likely children and teens. In doing so, Google intentionally misled the public about its targeted advertising policies. Adweek has since followed up on the Financial Times reporting, [finding](#) several more instances in which Google attempted to sell targeted ads to minors, in direct contravention of its stated advertising policies. Time and time again, large online platforms have demonstrated that they cannot be trusted to self-regulate, because their data-driven business model is directly at odds with the health, safety, and privacy of our nation’s children and teens.

We are thankful for the Committee’s work and leadership on this issue. Clearly, we cannot wait another year for children’s privacy protections. The time to act is now. H.R. 7890’s Senate companion recently passed as part of the Kids Online Safety and Privacy Act (S. 2073) with a bipartisan vote of 91-3. It is our best chance to provide meaningful legislation that will reign in Big Tech’s business model and improve the lives of millions of American families. With our utmost respect, we ask that you bring COPPA 2.0 forward as a standalone bill to a full committee markup without delay.

Sincerely,

Fairplay

AASA, The School Superintendents Association
Accountable Tech
AFT
Alana Institute
Alexander Neville Foundation
Amanda Birkhead Nutrition Counseling
American Association of Child and Adolescent Psychiatry
American Mental Health Counselors Association
American Psychological Association
Anxiety and Depression Association
Association for Ambulatory Behavioral Healthcare
Association of Educational Service Agencies
Association of School Business Officials International (ASBO)
Banu Foundation
Becca Schmill Foundation
Berkeley Media Studies Group
Bilateral Safety Corridor Coalition
Carly Ryan Foundation
Carolina Resource Center for Eating Disorders

Center for Digital Democracy
Center for Online Safety
Centerstone
Chains Interrupted
Children and Adults with Attention-Deficit/Hyperactivity Disorder
Children and Screens: Institute of Digital Media and Child Development
Children Now
Children's Justice Fund
Common Sense Media
Consumer Action
Consumer Federation of America
CoSN, The Consortium for School Networking
David's Legacy Foundation
Design It For Us
Devin J Norring Foundation
Early Childhood Work Group, Fairplay's Screen Time Action Network
Eating Disorders Coalition for Research, Policy, & Action
Eating Disorders Resource Center
EDGE Consulting Partners
Educate and Empower Kids
Erik's Cause
First Focus Campaign for Children
Friends of the Earth
Girls Inc.
Global Alliance for Behavioral Health and Social Justice
Global Hope 365
Holistic Moms Network
Inseparable
Interfaith Center on Corporate Responsibility (ICCR)
Issue One
Lynn's Warriors
Maternal Mental Health Leadership Alliance
Mental Health America
Mental Health America of Arizona
Mental Health America of Hawaii
Mental Health America of Illinois
Mental Health Summit
Multi-Service Eating Disorders Association, Inc (MEDA)
National Alliance for Eating Disorders
National Association for Children's Behavioral Health

National Association for County Behavioral Health and Developmental Disability Directors (NACBHDD)
National Association for Rural Mental Health
National Association of Pediatric Nurse Practitioners
National Association of Pupil Transportation
National Association of Social Workers
National Center of Excellence for Eating Disorders
National Council on Problem Gambling
National Federation of Families
National League for Nursing
National Register of Health Service Psychologists
National Rural Education Association
NoSo November
Oregon Consumer League
Parents Television and Media Council
Peace Advocates Allied for Children Everywhere, Inc. (PEACE)
Phone-Free Schools Movement
Policy Center for Maternal Mental Health
Postpartum Support International
Progressive Leadership Alliance of Nevada
Prosperity Works
Protect Young Eyes
Public Interest Privacy Center
REDC Consortium
Rego Payment Architectures, Inc.
Sandy Hook Promise
SMART Recovery
South Carolina Appleseed Legal Justice Center
South Carolina Legislative Roundtable
Stop Predatory Gambling
Strategic Training Initiative for the Prevention of Eating Disorders
The Emily Program
The Kennedy Forum
The National Alliance to Advance Adolescent Health
The Safe Tech Workshop & Student Data Privacy Project
The Tech Oversight Project
Treatment Communities of America
truthinadvertising.org (TINA.org)
U.S. Public Interest Research Group (PIRG)
Victus Counseling

Washington Nature Preschool Association
Western Youth Services
Wired Human
Young People's Alliance