

WARNING: Roblox is Designed to Harm Children As Young as 5!*



fairplay
childhood beyond brands

Roblox is wildly popular with kids around the world. **But it's not just a game!**

Roblox is a business designed to make money by keeping kids hooked. A 2026 legal filing from Fairplay and the National Center for Online Sexual Exploitation reveals how Roblox puts children at risk and exploits them for profit.

Educators, families, and anyone who cares about kids must be aware of how Roblox endangers children. Here's just a sample:



ROBLOX IS BUILT TO KEEP KIDS ONLINE

It uses features that make it hard for kids to stop, like:

- Rewards for playing for 40 minutes, 2 hours, 5 hours...
- Gambling wheels with new, free spins every 5 minutes
- Rewards for logging in every day
- Limited time items ("only 5 left")

There are also features that pressure kids to keep up with their peers, like being able to see exactly what someone has purchased on the platform.

When kids spend too much time on Roblox, they miss out on activities they need to do in order to learn and grow, like socialize, read, play, and move their bodies. Time on Roblox can also negatively impact children's identity development and sense of self-worth.



ROBLOX IS DESIGNED TO GET KIDS TO SPEND A LOT OF MONEY

Players use a virtual currency called "Robux" to buy clothing for their avatars, materials in games, or advantages. But \$1 doesn't equal 1 Robux. In the end, it's nearly impossible to tell how much real money is spent, which has led children to spend thousands of dollars on virtual outfits — which have no value in the real world — without realizing it.



ROBLOX CAN EXPOSE KIDS TO HARMFUL CONTENT AND PEOPLE

Roblox's voice and text chat don't just connect children to people they know — they make it easy for adults to contact them. There are numerous cases of kidnapping, sexual exploitation, and abuse resulting from Roblox's lack of safeguards. Worse, Roblox's kid-driven virtual economy gives predators another tool to exploit kids. Predators often use Robux to manipulate children into dangerous situations.



KIDS' DATA MAY NOT BE FULLY PROTECTED

Roblox allows kids to set up accounts without parental notice and consent — all a child needs to start using Roblox is a username, password, and birth date. Further investigation is needed on Roblox's privacy policies in order to ensure that children's personal information is protected as required by the Children's Online Privacy Protection Act and is not being shared with marketers, other platforms, or even strangers.

DID YOU KNOW?
40% of Roblox's daily active users are under the age of 13.

Roblox is being sued by multiple US states, individual families, and more for being a playground for sexual predators.

Kids have spent thousands of dollars on Robux without their parents knowing. Roblox makes it easy for this to happen.

*Roblox accounts can be created starting at age 5, though younger children also use the platform

LEARN MORE: bit.ly/robloxharmskids

TAKE ACTION!

Even when children, families, or educators seek out specific “educational” games and experiences on Roblox, children can’t avoid the pressure to stay online, spend, and interact with harmful adults & content. Roblox must change its business practices.

WHAT EDUCATORS CAN DO

- Don't offer Roblox during free time.
- Don't buy into Roblox's “educational” claims.
- Work with your district to remove Roblox from the approved tech list.
- Talk with families about Roblox safety. Share this handout!

WHAT FAMILIES & CAREGIVERS CAN DO

- Limit or eliminate time spent on Roblox.
- Turn off chat features when possible.
- Talk to your kids about their experiences on Roblox.
- Remove credit card info from Roblox.
- Share your concerns with your school district.
- Share your stories with advocacy orgs like Fairplay.

Roblox keeps adding parental controls, but this is just a bandaid. Roblox needs to redesign its platform in order to really keep kids safe!

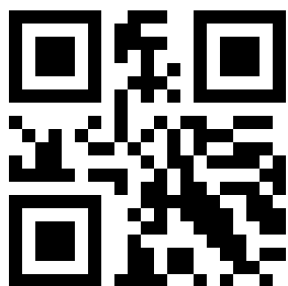
TOGETHER, WE CAN PRESSURE ROBLOX TO CHANGE.

You can help protect kids by sharing your concerns with schools, talking to other educators, parents, family members, and communities about Roblox — and boycotting the platform all together.

For too long, Roblox has promised to be safe for kids, but it hasn't delivered. Until Roblox substantially changes its business practices, we hope this information will help adults make informed choices about kids' use of Roblox.

WANT TO TAKE MORE ACTION?

Join Fairplay's Screen Time Action Network and stand up for kids: www.screentimenetwork.org



LEARN MORE AT: bit.ly/robloxharmskids
(case-sensitive)



fairplay
childhood beyond brands