



DIGITAL PLATFORMS FOR YOUNG PEOPLE

This guide is aimed at companies that run a digital platform for young users. In addition to the GDPR, there are other laws to follow, such as The Convention on the Rights of the Child and different Marketing Laws.

STORAGE LIMITATION

It is good to process and store as little personal data about children as possible. In addition, it is important to consider privacy aspects and to protect children when planning, creating and operating the platform.

PROTECT FROM HARMFUL MEDIA

It is important to protect children from harmful media influence and to counter threats that often occur on the internet. For example, spreading of negative rumors and bullying.

PRIVACY IMPACT ASSESSMENT

Before a company processes personal data concerning children, it is important to make a risk assessment first. In addition to the legal requirement, it is a way to plan what the company must do to ensure that the data is protected.

CUSTOM INFORMATION

The information about the personal data processing must be provided to the user, in this case a child. Remember that it is important that the information is adapted for a child to understand it.

DATA PROTECTION PRINCIPLES

Make sure to follow the data protection principles in all personal data processing. There are a total of seven data protection principles. The principles must be taken into account in all processing of personal data.

THE CHILD'S BEST INTERESTS

Focus on the best interests of the child and remember to follow the Convention on the Rights of the Child, which is adopted as a law in many countries.

LEGAL BASES

All processing of personal data must be based on a legal basis for the processing to be legal. Examples of legal bases are Contract, Legal obligation, Consent and Legitimate interests.

SPECIAL PROTECTION

Keep in mind that children have special protection for their personal data and privacy, and that direct marketing to children under the age of 16 is prohibited in some countries.