

SAFE KIDS ACT



Safeguarding AI Features to Ensure Kids' Informed Digital Safety Act

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Protecting Children from Harmful AI Chatbots

Artificial intelligence (AI) chatbots are increasingly becoming a part of our children's daily lives. While these tools can provide educational benefits, they have already shown to expose children to harmful content, encourage unhealthy emotional dependence, and collect sensitive personal information if not properly safeguarded.

The *SAFE KIDS Act* establishes a comprehensive federal framework to ensure AI chatbot providers prioritize child safety, privacy, and parental empowerment.

The *SAFE KIDS Act* would:

Require Child Safety by Design

- Require AI chatbot providers to assess and mitigate risks to children before launch, before major updates, and annually thereafter.
- Establish safeguards to prevent serious harms, including self-harm, suicide, sexual exploitation, and other dangerous content.
- Require providers to use age-estimation technology or reliable age signals to identify child users and treat unverified users as children unless verified as adults.
- Limit the collection, retention, and use of age-assurance data.

Protect Children from Harmful AI Interactions

- Prohibit AI chatbots from encouraging self-harm, suicide, eating disorders, criminal activity, or other harmful conduct.
- Prohibit sexually explicit interactions with children.
- Require clear disclosure that users are interacting with AI.
- Ban advertising to children through AI chatbots, including product placement in conversations, and protect children's personal data.

Empower Parents

- Require accessible parental settings, including usage limits, feature restrictions, and data permission controls.
- Require notification when key safety settings are changed or when a child faces an imminent risk of serious harm.

Increase Transparency and Accountability

- Require annual independent child-safety audits of AI chatbot providers.
- Establish FTC oversight, incident-reporting mechanisms, and public transparency regarding child-safety practices.