REPUBLICAN
WOMEN'S CAUCUS

COPPA 2.0

Led by Rep. Laurel Lee with Rep. Tim Walberg, the ***Children and Teens' Online Privacy Protection Act,*** H.R. 6291, known as ***COPPA 2.0***, would update federal privacy protections for children and teenagers. The legislation addresses how websites, online services, and mobile apps collect, use, retain, and share young people's personal information. It would give families greater control over that information and prohibit its use for advertising targeted to an individual child or teen.

The Problem

Children's online privacy rules were written before smartphones, mobile apps, and today's data-driven advertising became part of everyday life. Young people now use services that can collect information about where they are, what they do online, and how they interact with an app. That information can be retained, shared, or used to build profiles.

Current federal protections focus primarily on children under 13, leaving teenagers with fewer protections as they spend more time online. Parents also need practical ways to understand what information a service has collected and to request that it be corrected or deleted.

What the Bill Does

- **Extends protections to teenagers.** ***COPPA 2.0*** would expand federal privacy requirements to cover teens ages 13 through 16, alongside the existing protections for younger children.
- **Prohibits individually targeted advertising.** Online operators covered by the bill could not collect, use, share, or retain a child's or teen's personal information to deliver advertising targeted to that individual.
- **Strengthens consent and notice.** Operators would have to provide clear information about their data practices and obtain verifiable consent from a parent for a child, or from a teen for their own information, before collecting personal information, subject to the bill's provisions.
- **Gives families more control.** Parents would have expanded opportunities to review, correct, and request deletion of a child's information. Teens and their parents would also be able to access information collected from the teen and request correction or deletion.
- **Limits unnecessary collection and retention.** Operators could collect information only for purposes tied to a service or transaction, or as otherwise permitted by law, and could not keep it longer than reasonably necessary.
- **Updates what counts as personal information.** The bill expressly addresses data such as persistent identifiers, photos, audio, location information, and biometric information.

Why It Matters

Parents should be able to help protect their children's privacy, and teenagers should have a meaningful say in how their own information is used. ***COPPA 2.0*** would bring federal safeguards closer to the digital world families navigate today. By limiting data collection and targeted advertising while giving families clearer information and stronger rights, the bill would place greater responsibility on online companies to protect young users.

*For more information about the **COPPA 2.0,** contact Stephanie DeMarco, Legislative Director for Congresswoman Laurel Lee at stephanie.demarco@mail.house.gov or (202)225-5626.*