



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