Everyone's Web:
detangling the internet for the next generation in ten steps

C·A·N

5 THINGS FOR NOW

Are you mindful of children possibly seeing your adverts?

Are you aware of your country's regulations on children's exposure to your advertising and marketing materials?

Do you follow your country's regulations on collecting data about children?

Do you avoid using platforms lacking age verification?

Do you discuss your values and approach to brand safety with your media agency?

5 THINGS FOR LATER

Do you check influencers' reputation, audience, and suitability before partnering with them for your brand?

Do you create a vetted inclusion list that aligns with your values?

Do you disable data collection for those under 18 and only keep what's necessary, like verifying their age?

Do you avoid creating detailed profiles or aiming ads at children based on their online behaviour or characteristics, like their interests or who they are associated with?

Do you encourage the representation of diverse perspectives and cultures in advertising content, promoting inclusivity and helping children develop a broader worldview?