

CHILDREN BECOMING UNPROTECTED DIGITAL LABOUR



WHY IT MATTERS

When a child's appearances generate advertising revenue, sponsorship income or sales, the distinction between ordinary family life and commercial work can become blurred. Legal protections applying to traditional child performers do not always map neatly onto family-created online content.

WHEN FAMILY CONTENT BECOMES COMMERCIAL



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| £ RECOGNIZE COMMERCIAL PARTICIPATION
A child's appearance may have economic value. | B CREATE WORK-FREE BOUNDARIES
Children need substantial parts of life that cannot become content. |
| T LIMIT FILMING
Commercial pressures shouldn't dictate a child's day. | £ PROTECT THEIR SHARE OF EARNINGS
Money attributable to children's participation should be safeguarded appropriately. |
| ✓ FOLLOW STRONG CHILD-PERFORMER PRINCIPLES
Ethical safeguards needn't wait for legislation. | NO ALLOW REFUSAL
Children should be able to stop participating without guilt or punishment. |
| ED PRIORITIZE EDUCATION AND PLAY
Content creation should never displace normal development. | i EXPLAIN THE BUSINESS
Older children should understand when their image is generating money. |
| ! DON'T MONETIZE DISTRESS
A child's pain or vulnerability shouldn't become a commercial asset. | ♥ KEEP PARENTING SEPARATE FROM PRODUCTION
A child's welfare comes before the upload. |

BOTTOM LINE

When a child's life generates revenue, 'we're just filming our family' may no longer tell the whole story.