

CHILDREN MAY NEVER ESCAPE THEIR ONLINE IDENTITY, EVEN AS ADULTS



WHY IT MATTERS

Years of family vlogging can create a detailed public identity for a child before they are old enough to decide how they want to present themselves to the world. Their personality, embarrassing moments, relationships, interests, fears, mistakes and personal history may already be searchable before they reach adulthood. Even if original content is later removed, copies, screenshots, reposts, search results and audience memories may remain. Children deserve the freedom to grow, change and eventually decide for themselves who the world gets to know.



ASK WHO OWNS THE CHILD'S STORY

Parents may hold the camera, but the experiences being documented belong to the child's life.



KEEP LARGE PARTS OF CHILDHOOD PRIVATE

A complete public archive is not necessary to preserve family memories.



DON'T CREATE PERMANENT LABELS

Labels such as "the naughty one", "the shy one" or "the dramatic one" can follow children long after they have changed.



LET CHILDREN REDEFINE THEMSELVES

The person a child is at six should not determine how strangers perceive them at sixteen or twenty-six.



DON'T DOCUMENT EVERY STAGE PUBLICLY

Growing up requires experimentation, mistakes and changes that do not need a permanent audience.



GIVE CHILDREN MORE CONTROL AS THEY MATURE

Older children should have increasing influence over whether existing and future content about them remains public.



SEPARATE THEIR REAL IDENTITY FROM THE CHANNEL

A child's name, personality and future should not become inseparable from a family brand.



THINK BEYOND THE CURRENT AUDIENCE

Today's viewers may disappear, while copies of the content can remain.



HELP THEM RECLAIM PRIVACY

Where possible, respect requests to delete, privatize, archive or restrict childhood content, while recognising that copied material may remain.



PROTECT THEIR RIGHT TO WRITE THE NEXT CHAPTER

Adulthood should allow them to decide what they share, who they become and how they introduce themselves to the world.

BOTTOM LINE

Children deserve more than privacy today. They deserve the freedom to grow up, change, start again and decide for themselves who the world gets to know.