

GOVERNMENTS INTRODUCING NEW LAWS TO PROTECT CHILDREN IN FAMILY VLOGGING



WHY IT MATTERS

Laws concerning children in monetized online content are evolving. Some jurisdictions have introduced or considered measures concerning children's earnings, record-keeping, removal rights, monetized content and labour protections. Requirements vary significantly depending on location, and family creators may face increasing responsibilities as lawmakers respond to concerns about child influencers and family vlogging.



EVOLVING LAW



RESPONSIBILITY



CHILD PROTECTION



EXPECT REGULATION TO EVOLVE

Rules covering child influencers and family content are still developing.



KNOW THE LAW WHERE YOU LIVE

Requirements vary between countries, states and jurisdictions.



KEEP PARTICIPATION RECORDS

Document how frequently children participate in monetized content.



KEEP FINANCIAL RECORDS

Show clearly how revenue connected to children's participation was handled.



RESPECT GROWING AUTONOMY

Give children increasing involvement in online decisions as they mature.



PREPARE FOR REMOVAL RIGHTS

Some frameworks may give children stronger rights over published content.



LIMIT COMMERCIAL EXPOSURE

Use responsible boundaries even where legislation does not require them.



GET LEGAL ADVICE

Monetized content involving children can create complex responsibilities.



PLAN FOR BUSINESS CHANGES

New rules may affect production, monetization and content storage.



DON'T WAIT FOR GOVERNMENT

Ethical safeguards can exceed the legal minimum.

BOTTOM LINE

The law may keep changing, but protecting a child's privacy, welfare and future should never depend on waiting for legislation.