

Testimony of Girard Kelly

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Regarding HB24-1136

Good afternoon, Madam Chair and members of the committee. My name is Girard Kelly, I live in Larimer County, and I am the Head of Privacy at [Common Sense Media](#). Common Sense is the nation's leading nonprofit organization dedicated to improving the lives of all kids and families by providing the trustworthy information, education, and independent voice they need to thrive in the 21st century. We are here in support of HB24-1136.

Common Sense strives to provide education and information directly to families through digital literacy resources, ratings for technology and media, and digital citizenship curriculum through schools. The education and resource bank this bill creates will be a significant tool to ensure folks have the resources they need to make informed decisions when using technology and to help manage any negative impacts of social media. Critically, this bill ensures that families can access the up-to-date guidance they need, when they need it with just one click.

If you're wondering if the resource bank will be utilized, we can attest that it will. There is considerable demand for the information and resources we provide at Common Sense with well over 1.5 million page views per month to our Education resources. For example, our data-informed privacy research that addresses the risks and harms of social media on kids and families will likely be a part of this resource bank.

Furthermore, the way the notifications are prescribed in the bill, we will meet teens where they are at. Too often, important information is buried and inaccessible in lengthy privacy policies. Notice needs to be clear and conspicuous. This bill makes sure that the information and resources are more easily available when it's needed and where it's needed. You could make a comparison to nutritional labels on food. Because the label is printed directly on the product at the time of purchase, the information is usable and actionable in making an informed decision to use the product.

I would also like to speak to the feasibility of implementing the technological features of the bill. Social media companies can do a lot with the data they already collect from users. From Privacy Center resource web pages, to FAQs, and push notifications, companies already track and monitor the activity of their users for targeted advertising and commercial purposes. Social media companies have the technological capabilities to implement this bill.

Lastly, you may not immediately make the connection between privacy and mitigating youth mental health issues. However, many of the exploitative privacy practices that Social Media companies use to manipulate users' data and behavior for targeted advertising enable the design features that are related to instances of youth depression, anxiety, and addiction. Making these practices more transparent to users with easy to use resources and notifications will help kids and families make better informed decisions about the technology they use at home and in the classroom.

Thank you for your time, please support HB24-1136. I am happy to answer any questions you may have.