



June 10, 2024

Honorable Phil Scott
Governor
109 State Street, Pavilion
Montpelier, VT 05609

Dear Governor Scott,

[Common Sense Media](#) writes in strong support of the bipartisan Vermont Data Privacy Act (H121) and urges you to sign the bill into law. With more than 100 million unique users, 1.2 million member teachers, and 87,000 member schools, including in Vermont, Common Sense Media is the nation's largest organization dedicated to ensuring that children and families thrive—and remain safe—in the rapidly-changing digital age.

[Recent research](#) makes it clear that concerns about kids' internet privacy are growing—as many as 89% of Americans are somewhat or very concerned about social media companies collecting data about kids. And they are right to be concerned, our own research shows: kids' internet usage is at an [all-time high](#). Teens connect with each other through these platforms at higher rates than any other group, report that these platforms form a larger part of their social life than any other group, and have outsized levels of difficulty stopping technology use once they've started. This is no accident. Addictive design features—like infinite scrolling or notification “nudges”—work as intended; [surveyed teens](#) consistently report that design features such as these cause them to spend more time on social media, and make it more difficult for them to stop.

States have taken notice of this issue— just last week, New York passed the [SAFE for Kids Act](#) and the [New York Child Data Protection Act](#), both of which Common Sense Media strongly supported. Additionally, California, Maryland, and Connecticut have passed bills shoring up children's privacy protections, while [11 state legislatures](#) besides Vermont have proposed legislation similar. Lawmakers from coast to coast are standing up to big tech and taking a stance to support their residents' privacy rights. Common Sense believes that Vermont's kids and families also deserve strong data privacy protections, and so supports H121.

As part of the strong privacy protections for all Vermonters included in this bill, the Kids Code provisions of H121 require covered businesses that are likely to be accessed by children and teens provide strong data privacy protections to Vermont's youth and also incentivize these businesses to design safer platforms that keep in mind the best interests of Vermont's kids and families with a minimum duty of care for minors.



All Vermonters, and especially children and teens, deserve strong data privacy protections. And Vermont's youth deserve for businesses to start to put their well being ahead of company profits. This is why we are urging you to sign H121 into law.

Sincerely,

A handwritten signature in black ink that reads "Holly Grosshans".

Holly Grosshans, Senior Counsel, Tech Policy
Common Sense Media

Cc: Kendal Smith, Chief of Staff