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|  | **Document CWG-COP-22/INF/13** |
| **31 January 2025** |
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| Contribution by eWorldwide Group | |
| BUILDING HOLISTIC HUMAN DIGITAL RESILIENCE IN AND EVOLVING AI WORLD (EWWG INITIATIVE) | |
| **Purpose**  To present current research findings of the impact of social media on children and the draft standard for terms and conditions for children's engagement with social media and gaming platforms.  **Action required**  This document is transmitted to the Council Working Group on child online protection **for information**. | |

*[Update and outcome from the launch ‘Setting a new global standard for child online safety and digital well-being’, May 2024.]*

Geneva, Switzerland, 28 May 2024

The eWorldwide Group, in collaboration with the Institute of Electrical and Electronics Engineers, proudly announces the launch of the working group for the global initiative: the IEEE P2089.2™ Standard on terms and conditions for children’s online engagement with social media and gaming platforms. This new standard will be a critical advancement in promoting the safety, digital rights, and well-being of children in the online space. This standard builds upon the existing IEEE 2089™ Age-Appropriate Digital Services Framework and aligns with the fundamental principles of the United Nations Convention on the Rights of the Child. It also supports the development of services in accordance with acts like the UK’s Online Safety Act, ensuring a comprehensive approach to digital child protection. This working group is co-chaired by Ms Sarah Pinnock, United Kingdom, Local Government, and Professor Salma Abbasi, Chairperson and Chief Executive Officer of eWorldwide Group, IEEE Strategic Advisor Digital Resilience.



This initiative was officially launched during the World Summit on the Information Society (WSIS)+20 Forum in Geneva, May 2024, with the President, IEEE, Dr Tom Coughlin, Ms Sarah Pinnock, Professor Salma Abbasi President, Office of Electronic Communications UKE Dr Jacek Oko and Chief Executive Officer Academy of Sciences Malaysia Mdm. Hazami Habib.

Professor Abbasi has been working with young people around the world, building holistic digital resilience in the evolving AI world across multiple dimensions, and believes that it is imperative to develop a new standard for T&Cs by incorporating their lived experience from the digital world.

“This is the only way to develop relevant and effective T&Cs to keep children safe.”

Therefore, the working group will consist of key multi-sector stakeholders from around the world, particularly the youth, to co-create the development of the new international Standard that will be able to produce simple but robust T&Cs written in the language of the young to prevent their exploitation, profiling, manipulation, and exposure to inappropriate content.

Ms Sarah Pinnock said:

"Children today are exposed to complex and often manipulative digital environments.

Our goal is to create a standard that ensures terms and conditions are not only legally sound but also genuinely understandable and protective for the children they are meant to serve".

Professor Abbasi added:

"In collaboration with IEEE, we are working to safeguard children from being nudged, manipulated, or groomed online while also addressing the growing issue of internet addiction. This Standard will help establish a transparent digital ecosystem where children have greater control and agency over their data, particularly their digital footprint".

The standard will include essential guidelines, such as:

1 Concise T&Cs Ensuring that terms and conditions agreements are reader-friendly.

2 Data sharing clauses Protecting children's data from exploitation and misuse.

3 AI access and manipulation of data addressing the risks posed by AI in influencing children's online behaviors.

4 Transparency for data exchange making data sharing practices clear, understandable, and amendable.

5 Addiction to online services and related harmful components Mitigating the risks of digital addiction and exploitation.

This initiative represents a crucial step forward in developing realistic and actionable terms and conditions that prioritize the well-being of children globally. By establishing these standards, IEEE and its collaborators are ensuring that digital services are designed with the safety and rights of children at the forefront.

The working group invites stakeholders from the technology industry, educational institutions, regulators, social services, civil society organisations and youth to participate in the development process. By bringing together diverse perspectives of multi-sector stakeholders, this initiative seeks to co-create a comprehensive standard that ensures the digital world is a safer and more empowering place for young people.

For more information about the **IEEEP2089.2™ Standard** and how you can get involved, please visit the IEEE Standards Association website.

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