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SB 180

Sen Peterson

∞ Meta Snap Inc. X

Support Senate Bill 180 (Sen. Sue Peterson / Rep. Bethany Soye)

February 18, 2025

Chair Wheeler, Vice Chair Hulse, and Members of Senate Judiciary,

Parents want a simple, manageable way to verify their child's age and review the apps their teens want to download. The most sensible and effective place for age verification is at the OS / app store level.

Polls have consistently shown that more than three-quarters of parents in South Dakota and nationally trust app stores more than individual apps to securely handle the personal data needed to verify age and parental approval.

This is why we, the undersigned, call on South Dakota to adopt SB 180.

This bill is the best solution to support families because it is:

- Simple for parents: Parents already share their teen's age when purchasing and setting up their teen's phone. Rather than forcing parents to go through cumbersome and repetitive age verification steps across the dozens of apps their teens use, the OS / app store can serve as a secure "one stop shop" where parents verify their teen's age once.
- Private and secure: Requiring an age check in one secure location limits the number of times and places a person has to share personal information, like an ID or credit card, reducing privacy risks and opportunities for identity theft, phishing scams, and data breaches.
- OS/App Stores already collect and use this information: OS / app store owners already have sophisticated privacy infrastructures and can securely share age signals directly with developers and web browsers without including additional personally identifiable information found on IDs, like name or address.
- Supportive of teens: Teens use more than 40 apps per week on average and new apps and services are created daily. An OS / app store approach will help create consistent protections for teens across the many apps they use and put parents in charge. And where apps offer age-appropriate settings and experiences, this information can help them apply these protections to teens using their services.

We all want young people to be supported and protected online. Parents want a one-stop shop to verify their child's age before they download apps. The best way to achieve this is for policymakers in South Dakota to require a simple, secure, industry-wide solution at the OS / app store level that puts parents in charge.

Respectfully submitted,

Meta Platforms, Inc.
Snap Inc.
X Corp.