



# PARENTS AND KIDS SAFE AI COALITION

## PROBLEM

California has always been a leader in developing strong policies to protect kids — and now that time has come again. While AI is creating unprecedented opportunity, lack of regulation means parents may not have visibility or control of their children’s interactions with AI, which could put children at risk.

Parents and kids deserve common-sense protections that reflect how kids are actually using AI today — so that California can benefit from innovation, while protecting kids and keeping parents informed and empowered.

## SOLUTION

**The Parents and Kids Safe AI Initiative is a ballot measure that modernizes California law to empower parents and protect kids:**

- ✓ Establishes clear, enforceable child safety standards
- ✓ Gives parents meaningful tools to monitor and limit their child’s use of AI
- ✓ Provides oversight and accountability to ensure companies comply



## Protects California kids

- **Mandates age assurance technology and default safeguards**

AI companies must use age assurance tools to distinguish children from adults and apply protective safeguards when age isn’t known.

- **Protects kids from inappropriate AI content and harmful prompts**

Requires AI companies to design their systems to protect children from content that is sexually explicit, violent or that promotes self harm — creating safer interactions for children.

- **Prevents manipulation and deceptive system design**

As more kids are confiding in AI, the measure requires safeguards to keep systems from simulating human relationships, creating emotional dependence or the simulation of intimate relationships. It also requires periodic reminders to kids that they are interacting with AI, not a human being.



## Empowers parents to have a say in how their kids use AI

- **Requires AI companies to offer easy-to-use parental controls**

AI companies must create and provide clear and accessible parental control tools that allow parents to set time limits, adjust privacy settings and help manage their child's use of AI.

- **Keeps parents informed if a safety issue arises**

Today, parents often don't know when their child is struggling. This measure requires AI companies to implement an option for parents to be notified if their child expresses an intent to harm themselves or others — keeping parents informed and kids safe.

- **Bans targeted advertising to kids and protects children's data**

Everyday kids are bombarded with intrusive ads. This measure safeguards kids privacy, by banning AI companies from targeting ads to kids and prohibits the sale of their data without parental consent.



## Creates strong oversight and accountability

- **Annual risk assessments to ensure protections evolve as AI does**

As technology evolves, potential risks may too. This measure requires AI companies to conduct comprehensive, yearly reviews to identify and address new and existing risks to child safety — ensuring protections evolve alongside technology.

- **Independent third-party audits for transparency and oversight**

AI companies must submit to annual independent audits, with results submitted to the Attorney General and publicly reported — so companies stay compliant and Californians stay informed.

- **Enforcement structure to hold companies accountable**

The measure gives the California Attorney General clear authority to investigate violations, pursue claims, and impose penalties — ensuring AI companies follow the law.



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