Online safety and navigating AI in digital environments

The case for children

COFACE - KMOP Expert Meeting

17 March 2026

5RIGHTS FOUNDATION

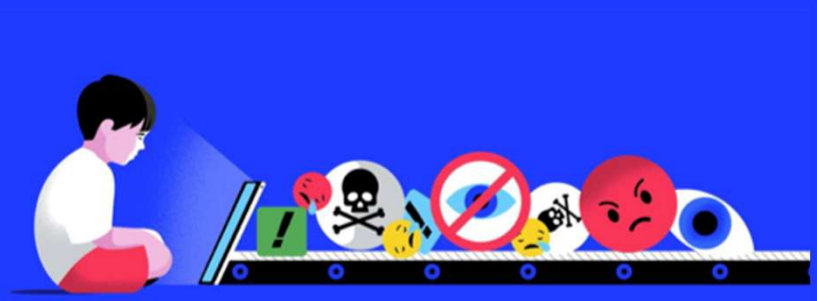
Building the digital world that young people deserve

5Rights is at the forefront of delivering practical change for children so they can access the digital world knowledgeably, creatively and fearlessly.

EXPLORE OUR RESOURCES

Introduction

- AI Risks and Opportunities
- The Children & AI Code
- EU Regulations on AI



AI Risks and Opportunities

What our Youth Ambassadors say.

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AI Risks and Opportunities

What recent research demonstrate.

➢ *Our ressources :*

- EU Children and GenAI
- GenAI and EdTech

CHILDREN & AI DESIGN **CODE**

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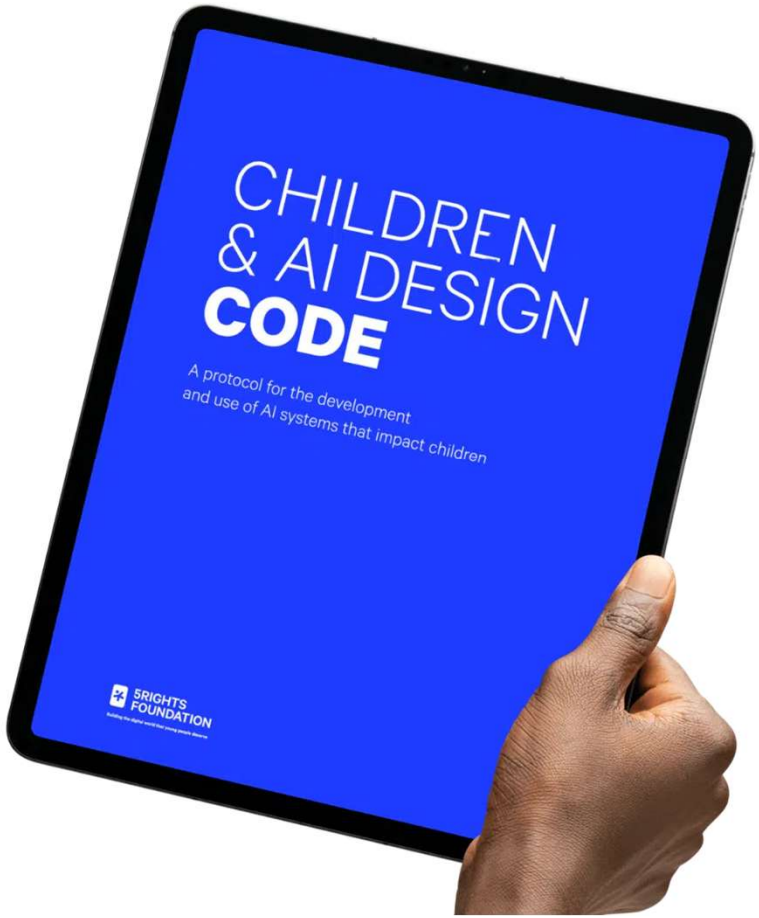
Children and AI Design Code

- A blueprint to ensure that children's rights are at the heart of AI development.
- Provides a practical tool to identify, evaluate, and mitigate the risks, and creates a transparent and accountable record of decisions.
- Comprehensive and interoperable



WHO: anyone who design, adapt or deploy

- AI systems
- Across public and private sectors, small and large companies and across domains
- Impact on children

WHAT: set of criteria

WHEN: throughout the lifecycle of an AI product

WHY: design with children in mind

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Impact on Children & Criteria

An AI system impacts children if, across its lifecycle or supply chain:

(a) Children's data forms part of the data set on which the AI system has been trained. For example, a large multimodal model (LMM) that enables users to generate photo-realistic images that are trained on images of children.

(b) Children's experience of a service or product is shaped by the AI system. For example, a digital service that uses an AI system to determine when to send notifications to users that shapes what times of day children open the service, how often they do so, and how long they spend on it.

(c) Children are likely to engage directly or indirectly with an AI system. For example, a child using a search engine or moving through a space that is being monitored by a surveillance system.

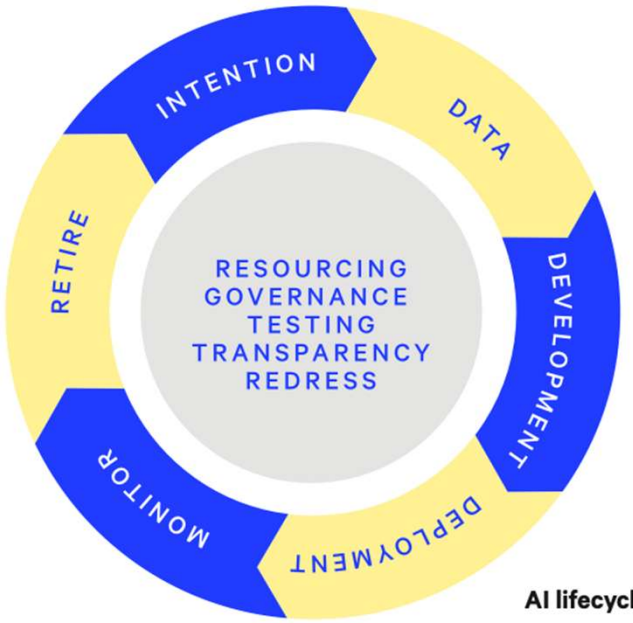
(d) An AI system generates outputs or outcomes that are likely to impact children. For example, healthcare software that determines which groups are high risk for a certain infectious disease and must be included in a nationwide vaccination scheme.

(e) The AI system influences decisions made by adults that impact children. For example, an education assessment tool that uses AI to predict children's academic potential based on a standardised test or behavioural monitoring.

CRITERIA

- ✓ Developmentally Appropriate
- ✓ Lawful
- ✓ Safe
- ✓ Fair
- ✓ Reliable
- ✓ Provide Redress
- ✓ Transparent
- ✓ Accountable
- ✓ Uphold Children's Rights

Lifecycle of an AI product



AI lifecycle Fig2.

Preparation: Establishing the oversight and accountability, recruiting, resourcing, and decision-making processes for all stages.
Intentions: Defining the problem that building or deploying an AI system will solve.
Data: Ensuring the quality and appropriateness of the data used to build, train, and operate the AI system.
Development: Designing and training the AI system, including how data sets are prioritised, combined, or weighted to achieve the desired outcome, and what algorithmic techniques are chosen and why.
Deployment: Evaluating the AI system's performance and making the decision to deploy it.
Monitoring: Ensuring the AI system continues to operate as intended following deployment, and addressing issues that arise.
Transparency: Your strategy for providing stakeholders with clear and sufficiently detailed information about the AI system's impact on children, including risks you have identified and the mitigations you have put in place.
Redress: The reporting mechanisms enable children impacted by your AI system to raise issues and concerns.
Decommissioning: The steps you will take to decommission an AI system responsibly.

EU Regulations on AI

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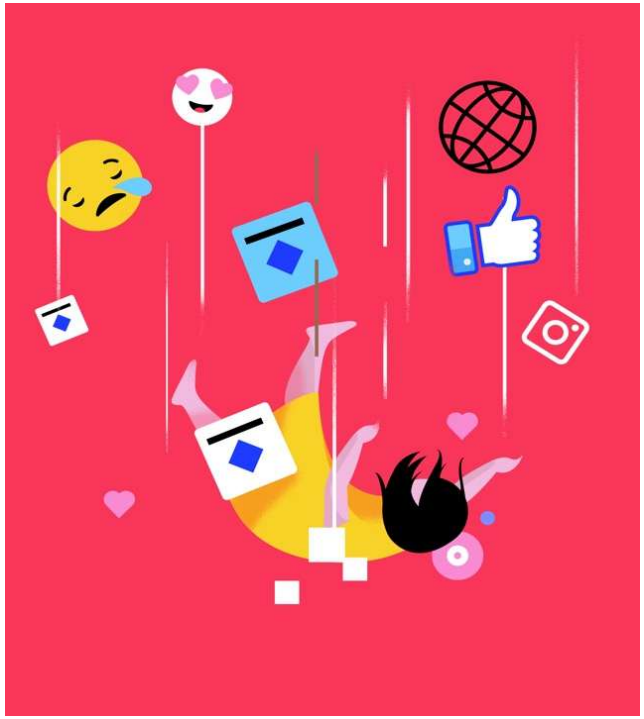
Digital Services Act



- **Scope Online Platforms**
- **Article 28:** “High level of privacy, safety and security for minors”
- Prohibited from presenting **advertisements** on their interfaces based on profiling
- **Article 34**: Risks assessments – rights of the child
- **Article 35**: Mitigation measures – adapting the design + targeted measures to protect the rights of the child

✓ **Guidelines on art 28**

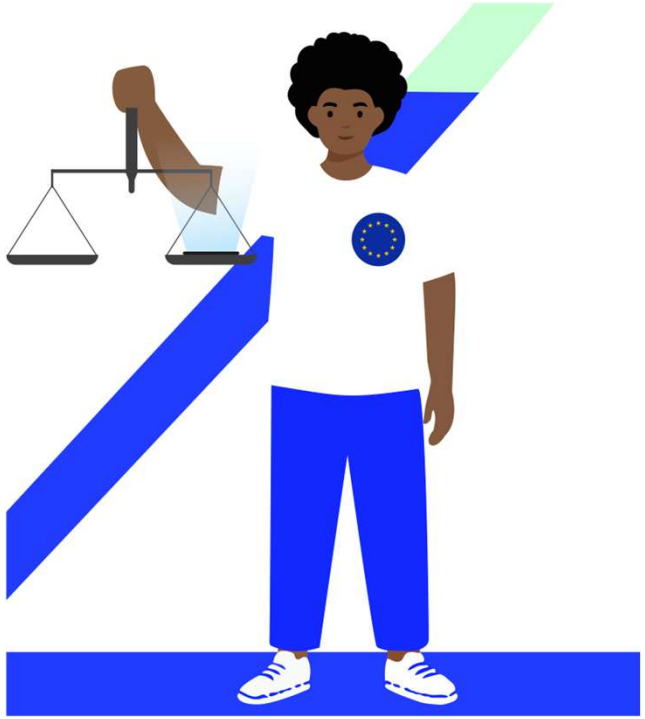
AI Act

- **Article 5** : Prohibition of AI systems that exploit vulnerabilities based on age
- **Article 6** : Classification of High Risk AI systems
- **Article 51** : General Purpose AI with systemic risks

✓ Guidelines

✓ Code of practices

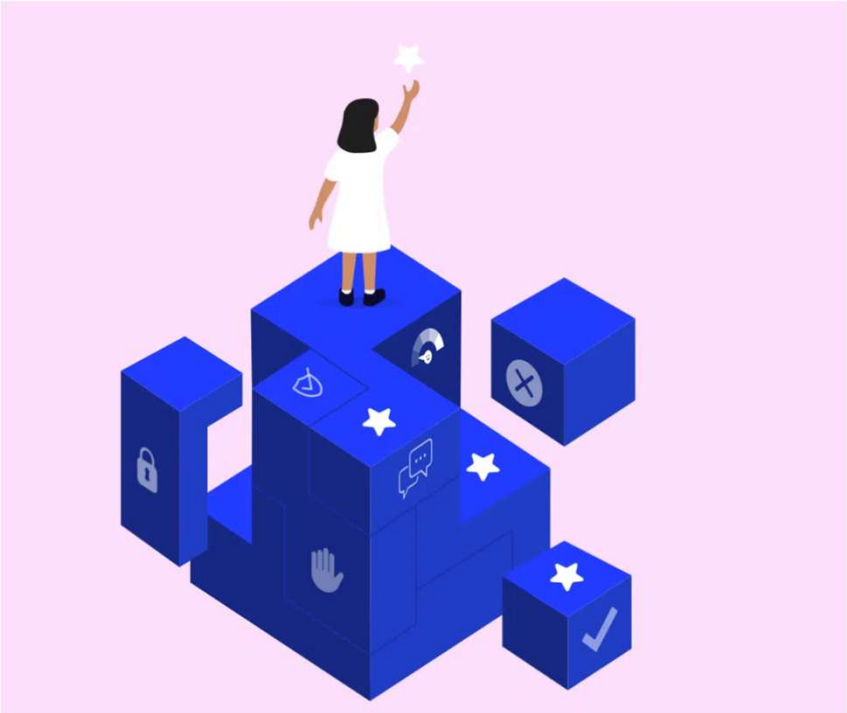
... but



Digital Omnibus on AI

The EC proposal :

- Put children's privacy at risk
- Remove transparency safeguards for High-risk AI Systems
- Undermine AI literacy obligation
- Delay implementation – including on watermarking deepfakes

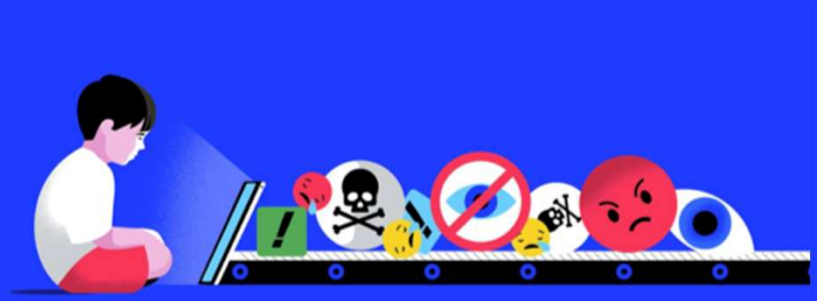


A cognitive dissonance

- **Protection of minors online as political priority**
- Banning social media for children
- Failing to regulate AI for the sake of innovation

Conclusion

Looking forward : making AI systems safe and private by design for children



Building the digital world that young people deserve

THANK YOU!

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