TeenAge Privacy Program

BBB National Programs is launching the TeenAge Privacy Program (TAPP), a ground-level opportunity for your organization to be part of a cutting-edge new industry self-regulation program designed to help companies responsibly collect and manage data from teenagers.

The Challenge

Increasingly lawmakers and regulators around the world have demonstrated a keen focus on the dynamic data privacy space—the data that companies and app developers collect, use, and share. Until now there has been no guidance in that space specifically for the highly impressionable teen audience. That’s why we need industry standards for online data privacy practices that take into consideration the unique developmental stage in life teens are at, compared to their younger counterparts. And with unique development of their own, teens are of particular interest to lawmakers as privacy revolves around governments doing it for us.

The Opportunity

Research shows that teens take digital media platforms seriously but that their quest for greater engagement threatens their personal data. BBB will convene industry leaders to establish the necessary standards to help companies responsibly collect and manage data from teenagers—standards that exist for children but leave teenagers exposed.

Our Mission

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BBB National Programs is a non-profit organization with decades of experience developing and delivering effective accountability and dispute resolution programs. We oversee more than a dozen industry self-regulation programs in arenas such as advertising, privacy, and child-directed content to create a better, more trustworthy experience for consumers and a fairer playing field for business.

How It Works

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Get a Seat at the Table

Business leaders partner with us when there is a challenge to solve, when they are ready to go from talk to action. Now is the time for action in teen data privacy and we invite you to get a seat at the table.

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