Youth encounter both opportunities and risks online. Efforts to defend youth privacy must delicately balance protecting and empowering youth while allowing them to gradually develop autonomy and resilience. This infographic provides an overview of particular opportunities and risks for youth online, along with potential protection strategies.

**Protection Strategies**

In an effort to ensure youth have safe and secure access to the opportunities that technologies provide while guarding against the risks they present, a range of strategies can be employed and encouraged, whether by governments, online service providers, educators, or parents, including:

- **Laws, Regulations & Policies**
  - Set underlying legal protections for appropriate data collection and use

- **Transparency & Choice**
  - Support youth and parents in understanding how data will be collected, used, and shared, and what rights they have to consent, access, amend, limit sharing, or delete that data

- **Filtering & Blocking**
  - Limit access to age-inappropriate content and interactions

- **Privacy by Design**
  - Incorporate privacy into services by default: build privacy in at every stage of product development

- **Digital Literacy & Citizenship**
  - Promote informed, appropriate, and responsible engagement online

- **Age Bands**
  - Require age verification prior to accessing a service

- **Age Gates**
  - Change aspects of a service to accommodate different age ranges

**Risks for Youth Online**

- **Age-Inappropriate Content**
- **Predators**
- **Cyberbullying**

- **Profiling**
- **Behavioral Advertising**
- **Manipulative Design**
- **Surveillance Normalization**

**Key Actors**

Youth, parents and guardians, educators, policymakers, and online service providers are key stakeholders in the youth privacy and data protection landscape. Their involvement in policymaking, protection strategies, and data privacy education is crucial.

2. Livingstone et al., In their own words: What bothers children online?, EU Kids Online, February 2013.