

Dear Chairman and Committee Members,

I'm Steve Daniels, owner of I-MAG Video Productions in Dayton and father of two children. I'm here to express my support for SB 167, the App Store Accountability Act.

In my line of work, I see how quickly digital platforms evolve and how sophisticated their designs have become at capturing attention. These platforms are engineered by teams of experts whose entire job is to keep users engaged. As a parent, I'm competing against that level of expertise with whatever free time I have after running my business and helping with homework.

The current landscape requires parents to manage privacy settings and parental controls across dozens of different platforms, each with its own interface and rules. Some proposals would make this even more complicated by adding age verification requirements to browsers, operating systems, and individual apps. That approach guarantees that most parents will fall behind and eventually stop trying altogether.

SB 167 takes a different path by consolidating the approval process at the app store level. Before my children download an application, I receive notification and can make an informed decision. This system works with how families actually function rather than against it.

Additionally, this approach minimizes how many companies collect and store my children's personal information. Fewer collection points mean fewer opportunities for data breaches or misuse.

I encourage this committee to support practical legislation that empowers parents without overwhelming them.

Thank you for your consideration.

Steve Daniels
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