



## **Senate Financial Institutions, Insurance, and Technology Committee,**

The Developers Alliance, the leading advocate for developers, the companies they build, and the industries that rely on them, writes to express support for Senate Bill 175, which strikes the right balance between protecting children and allowing Ohio's developers, especially small apps that do not offer minors and adults different experiences, to grow and thrive.

The Developer's Alliance believes that protecting children is the responsibility of every developer and platform and that parents should be empowered to make decisions about the experiences their children have.

We support SB 175 because it requires age signals and parental consent for app downloads where necessary, and applies these safeguards only to apps that provide different experiences, features, or interactions for users based on their age.

This targeted approach contrasts with SB 167, which would impose a one-size-fits-all rule requiring parental consent for *every* app a minor downloads, regardless of its content, even educational games.

SB 167 would also require every app to receive age signals from app stores, saddling small, general purpose apps with data they do not want or need. These developers then have to safely store this sensitive age data, which means high compliance costs.

Lastly, SB 167 contains significant loopholes for apps that are pre-installed or sideloaded—meaning apps downloaded outside of the app stores.

SB 167's approach is akin to requiring a shopping mall to check the ID of every shopper when they enter the mall, just so the wine store inside doesn't have to. The mall then shares who is of age and who isn't with every store in the mall, and requires parental consent for every purchase made by a minor, even for a children's book.

By applying safeguards only where they are most needed, SB 175 protects families while keeping compliance practical. And it gives small and independent developers the freedom to innovate without being weighed down by unnecessary costs to handle age signals or legal complexity.

Ultimately, the responsibility for ensuring minors have age-appropriate experiences should be with the developer or platform providing that experience, regardless of their size. The wine store is responsible for carding customers, not the mall or the toy store next door.

We urge policymakers to swiftly advance SB 175 to protect children online while securing Ohio's leadership in innovation.