

Q1 In terms of setting design standards for the processing of children's personal data by providers of ISS (online services), how appropriate you consider the above age brackets would be:

**Not at all appropriate**

Not really appropriate

Quite appropriate

Very appropriate

Q1A Please provide any views or evidence you have on how appropriate you consider the above age brackets would be of setting design standards for the processing of children's personal data by providers of ISS (online services).

This response relates to the issue of behavioural marketing. Please see the attached document.

ref:0000000705:Q5n

Q2 Please provide any views or evidence about children's development needs in an online context for each, or any of the above age brackets.

Q3 Please provide any views or evidence you have on how the Convention might apply in the context of setting design standards for the processing of children's personal data by providers of ISS (online services).

Q4 Please provide any views or evidence you have on what you think the Information Commissioner should take into account when explaining the meaning and coverage of these terms in the Code?

Q5 Please provide any views or evidence you have on the following:

Q5A the opportunities and challenges you think might arise in setting design standards for the processing of children's personal data by providers of ISS (online services), in each or any of the above areas.

Q5B how the ICO, working with relevant stakeholders, might use the opportunities presented and positively address any challenges you have identified.

Q5C what design standards might be appropriate (ie. where the bar should be set) in each or any of the above areas and for each or any of the proposed age brackets.

Q5D examples of ISS design you consider to be good practice.

Q5E additional areas (not included in the list above) which you think should be the subject of a design standard.

Q6 Name

[REDACTED]

Q6a Email

[REDACTED]

Q6b Brief summary of what you think you could offer

Expertise in digital marketing of harmful items to children; developmental psychology

Q7 Please provide any other views or evidence you have that you consider to be relevant to this call for evidence.

Q8 Are you (select one):

A body representing the views or interests of children?

A body representing the views or interests of parents?

**A child development expert?**

A provider of ISS likely to be accessed by children?

A trade association representing ISS providers?

An ICO employee