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CULTURAL AFFAIRS AND  
EDUCATION COMMITTEE

Paris, 12 February 2020

## PRESS RELEASE

### *The National Assembly adopts draft legislation to regulate the commercial exploitation of images of children on the Internet*

Over the past several years, an increasing number of videos have been found on platforms such as YouTube, of children, sometimes very young, at different stages of their life. These videos were recorded and produced at home by their parents and are increasingly popular among young people.

After several months of work and consultations, Bruno Studer, Member for the Bas-Rhin region and Chairperson of the Cultural Affairs and Education Committee, sought to legislate to ensure that the best interest of the child, a principle conferred constitutional status in France, be observed in every case.

This draft legislation therefore regulates these activities when they may qualify as work, by extending to these the protective scheme benefiting children in the entertainment industry. Yet, many situations cannot be considered as work and are, truly, leisurely activities. Therefore, Members of the French National Assembly designed a second scheme that protects minors from the moment they spend a significant amount of time in those activities or that their parents draw sizeable income from these.

The two schemes commit French public authorities and will enable them to better detect problematic situations as they pertain to the best interest of the child.

Moreover, the National Assembly has ensured that the platforms drawing significant advertising revenues from these videos be made accountable. By having such platforms voluntarily comply with charters under the aegis of the public broadcasting regulator, they commit to working closely with child protection associations to better detect challenging situations as regards the right to dignity and respect for the physical and moral integrity of the child.

Finally, the new provisions will allow minors themselves to ask the platform to remove a video they no longer want to make available – without parental agreement – a right which is entirely in line with the General Data Protection Regulation.

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