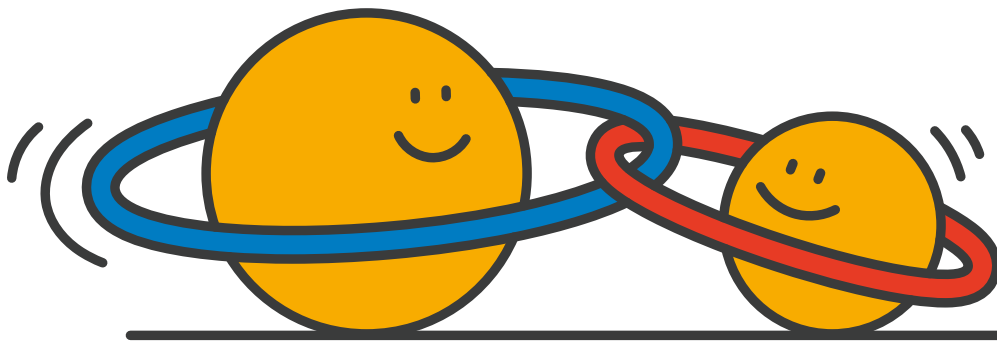




Growing up in the Digital Age 2025

Working together to build a safer, more
trusted internet for kids, teens, and families.

Family Link gives you **control** of your family's online safety.



Family Link provides you with online safety settings for your family across Search, YouTube, and other Google apps. It lets you create online boundaries for each of your kids, so they can explore the internet you want them to explore. You can limit the type of content your kids can access, the apps they can download, the websites they can see, and the amount of time allowed per device. It's totally up to you. To find Family Link, and other online safety features for kids and teens, visit families.google

Making the internet safer for kids and teens.



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Welcome to the third annual in person Growing Up in the Digital Age Summit!

It's inspiring to see so many of you here, from NGOs to regulators, content creators to industry experts, all united by a shared mission: to make the internet a safer, more empowering place for young people.

Since we started hosting this summit first virtually and then in person, we've seen an overwhelmingly positive response. Together, we've fostered meaningful conversations, strengthened collaborations, and, most importantly, taken action. Today, I couldn't be more excited to continue this work with you, because when it comes to child safety, there is always more to do.

At Google and YouTube, protecting kids and teens online isn't just a priority, it's a responsibility we take to heart. From embedding safeguards into our products, to developing tools that help families make informed digital choices, we are committed to protecting, respecting, and supporting young people as they grow up in the digital age.

We know that no single company, organisation, or government can do this alone. It takes all of us, working together, to build a safer internet for kids, teens and families. That's why your presence here today matters so much.

And if there's one thing I'm always reminded of, it's how much we can learn from the very kids and teens we're working to protect. Their curiosity, resilience, and creativity inspire us to think bigger, do better, and keep innovating to build a digital future that puts their safety first.

So, thank you. Thank you for showing up, for your dedication to this mission, and for everything you do to help make the internet a place where young people can explore with confidence, learn with joy, and grow up — safely.

Warmest wishes,



Mindy Brooks
Senior Director, Head of
Google Kids & Families and
Android Consumer Experience

Inside the Google Safety Engineering Center

At Google, we take our responsibility seriously to provide access to trustworthy information and content while protecting users from harm. That's why we've built Google Safety Engineering Centers (GSEC) in Munich, Dublin, and Málaga, where teams of engineers, policy specialists, and subject matter experts develop cutting-edge solutions to improve online safety.

Our GSEC teams work across privacy, security, content responsibility, and family safety to build protections that safeguard users and businesses worldwide. From preventing harmful and illegal content to empowering users with digital safety tools, our mission is to create a safer, more transparent, and trustworthy internet.

Our approach to safety engineering

We speak with people around the world to understand their concerns about internet safety, giving our teams of experts the space, inspiration, and support they need to develop next-generation solutions that make the internet safer for everyone.



Understand

We ask and listen to understand present and future threats to Internet safety.



Develop

We develop new and relevant engineering solutions in response.



Empower

We empower people to keep themselves safe with tools, events, resources and initiatives.



Partner

We collaborate with policymakers, researchers and regulators to share knowledge and tackle complex issues.

Our Google Safety Engineering Center in Dublin

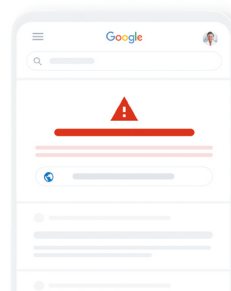
GSEC Dublin is our regional hub for Google and YouTube experts working to tackle the spread of illegal and harmful content, and a place where we can share this work with policymakers, researchers and regulators.

GSEC Dublin's Content Responsibility initiatives

Child Safety Tools

Google is committed to fighting child sexual abuse material (CSAM) online and preventing our platforms from being used to spread this kind of content.

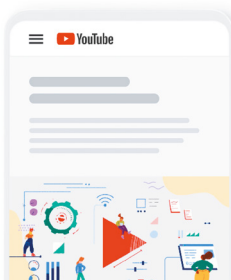
protectingchildren.google



How YouTube Works

Every day, millions of people come to YouTube to be informed, inspired or delighted. Over time, questions have come up about how YouTube works, so we've created this site to provide some answers – and to explain what we're doing to foster a responsible platform that everyone can rely on.

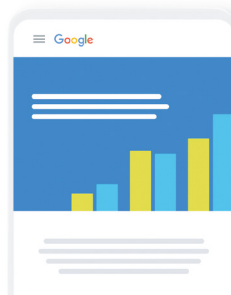
youtube.com/howyoutubeworks



Transparency Report

Since 2010, Google has regularly shared Transparency Reports to shed light on how the policies and actions of governments and corporations affect privacy, security, and access to information. Explore the Transparency Report site for detailed reports covering a wide range of topics, including content removals, data requests and cybersecurity threats.

transparencyreport.google.com



Advancing AI safely and responsibly

For more than a decade, AI has played a critical role in how we deliver safe and responsible experiences across all of our products. As AI continues to advance, it introduces exciting new capabilities, but also risks – making our responsibility to keep you safe online more important than ever. We're committed to addressing these risks so that we can maximise AI's benefits for people and society.

ai.google/responsibility/safety

Google & YouTube's approach to Child Safety

At Google and YouTube, everything we do for kids and teens is built to protect, designed to respect, and created to empower. We build age-appropriate products that align with kids' and teens' developmental stages and needs, offer tools that give families flexibility to manage their unique relationships with technology, and implement policies, protections and programmes that help keep every kid and teen safer online.



Built to protect

Default protections, leading child safety policies, and educational programmes protect kids and teens from harm online and keep their data private and secure.



Designed to respect

Tools that offer choice & flexibility to respect each family's unique relationship with technology.



Created to empower

High-quality, delightful experiences empower kids and teens to safely explore, grow, and play online.

Taking action to protect kids and teens from harm online



Protecting their privacy

We implement advanced security and privacy features, including age-appropriate defaults.



Blocking harmful content

Default protections limit discoverability of content that may endanger kids and teens and helps filter inappropriate content.



Fighting abuse

To combat sexual abuse and exploitation, our technology detects, removes, and reports abuse material at scale.

4B+

Images and videos processed every month by industry partners and NGOs using Google's Child Safety Toolkit.

Products and experiences **built to empower** online exploration



YouTube Kids

A separate app that provides a safer, simpler experience for kids and gives parents tools to guide their journey.



Google for Education

Chromebooks and Google Workspace for Education streamline instruction to make collaboration easier, for a safer learning environment. For more on Google for Education, [see page 17](#).



Gemini for Teens

A generative AI experience built in consultation with child safety and development experts, designed to help teens explore, create and learn responsibly. For more on Gemini for Teens and how Google is keeping young people safe with AI, [see page 12](#).

Media Literacy Initiatives created to build critical thinking skills

Our initiatives are designed to equip young people with the skills to navigate the internet, assess AI-generated content, and make informed digital choices, including:



Be Internet Awesome

A digital literacy program that helps disempower bullying behavior and teaches kids to be safe and alert digital citizens.



YouTube Hit Pause

A video campaign created to help improve media literacy via YouTube.



Experience AI

An educational programme that offers cutting-edge resources on artificial intelligence for teachers and students aged 11–14. [Read more on page 12](#).

Super Searchers

Super Searchers

a train the trainer programme that enlists librarians and community leaders to advance digital literacy.

Flexible tools **designed to respect** families choices



Family Link

A parental controls app that helps parents manage their child's digital experience. With Family Link, parents can set screen time limits, track location, manage privacy settings, and monitor app usage. New features include School Time, which disables apps during school hours to minimise distractions, and Parent-Approved Contacts, ensuring kids connect only with trusted individuals. For more on Family Link, [see page 15](#).



SafeSearch Filter

For an added layer of protection on Search, SafeSearch Filter helps filter most explicit results, like adult content or graphic violence. SafeSearch Filter is on by default for signed-in users under 13 (or the applicable age of consent in your country) who have accounts managed by Family Link, and is turned on automatically when our systems indicate a user might be under 18.



YouTube

Wellbeing features, including disabling autoplay and enabling bedtime and break reminders, are set by default for users under 18. Additionally, parents can set up a supervised experience with content settings for pre-teens.



Chrome

Parental controls can be set to limit access to websites and permissions, including camera and location access, when the Chrome browser is used on an Android or ChromeOS device, and SafeSearch is always on by default for users under 18.

Building age-appropriate experiences

We believe in providing both parents and children with the necessary information, tools, and controls so that they are empowered to define how they engage with our services together.

Getting a better understanding of the age of our users helps to ensure we are applying the right protections to the right users, so we can serve users of diverse ages, cognitive abilities, experience, and maturity.

Using machine learning to estimate a user's age

In the EU, we use AI-driven age estimation technology to understand if our users are likely to be above or below the age of 18. If a user tells us that they are above the age of consent, but below 18, we offer a set of default protections; for example, we show no personalised ads and apply mature content protections.

If a user tells us they are 18 or over, we run the information associated with the user's account through our estimation model to estimate the user's age. The estimation model is a model that tells us, with confidence, whether the user is above or below the age of 18.

If the model estimates that the user is a minor, we treat that account as belonging to a minor and will continue to do so until or unless they verify their age with us (through a governmental ID, credit card, email address, or selfie).

When our model estimates with confidence that a user is a minor, we direct them to safer, more age-appropriate experiences across a range of services. For example, we turn SafeSearch Filter on by default, block 18+ content on YouTube and Play, provide additional wellbeing features and turn off ads personalisation.

Conducting research to determine best practices for introducing age verification

For the limited cases where we ask users to verify their age, we conduct research across the globe to understand best practices for introducing age verification.

In interviews with kids, teens, young adults and parents across eight countries, we've learned that many users want greater clarity on why they need to verify their age, what the process involves, and how long it takes. Based on this research, we've identified best practices to help users better understand age assurance:

Provide
a valid reason for why verification is required.

Guide
users through each step to help them complete the process successfully.

Address
misconceptions about how long verification takes.

How we're applying this research to Google & YouTube products and services

Address the user need for immediacy

We found that users may be put off if they believe age verification will take too long. To address this, we've added clear messaging that lets users know the process typically takes only a few minutes.

Offer a choice of verification methods

We offer a variety of verification methods. Our goal is to ensure a privacy-forward and proportionate way to verify users, which includes working with industry-leading partners.

Guide users through the process

To avoid overwhelming the user, we break the process down into simple, actionable steps like "Tips for using ID" or "Take a picture of your ID".

Explain why verification is needed

We provide clear, product-specific explanations about why age verification is required, such as "Please provide more info so we can make sure you're old enough to view this video." For users who want to learn more, we offer additional educational resources in our Help Center.

Enhancing age assurance with digital wallets

Google is also looking into developing and implementing a robust digital wallet age assurance framework that provides achievable means of enhancing age assurance.

We envision a future where age assurance is seamless and privacy-preserving. Imagine a platform-neutral framework where verified age information, derived from official IDs or other trusted sources, is securely stored within digital wallets, like Google Wallet. This would empower users to confidently share age signals with apps and websites, granting access to age-restricted content without revealing unnecessary personal details.

Google Wallet is designed to support such a framework. We can enable users to store these verified age credentials, and through privacy-enhancing technologies, such as zero knowledge proofs, ensure that age assurance is shared with no tie back to a user's personal identity.

This approach will complement existing age assurance methods. We believe this aligns with our commitment to user privacy and responsible technology.

We are always evolving our age assurance practices

Age assurance technology is always evolving, with solutions ranging from machine learning-based estimation to third-party verification and digital wallet integration. No single approach is perfect, so a combination of methods at different levels will continue to drive progress, giving families more choice in how age verification works online.

Preparing teens for an AI-first future

AI can help teens find inspiration, discover new hobbies, and solve everyday problems. It can also serve as a powerful learning tool, enabling them to dig deeper into topics, better understand concepts, and practice new skills that will set them up for future success.

The key to getting the most from AI is knowing how to use it responsibly. That's why we empower teens with the right tools and guidance, providing access to AI-powered tools like Gemini, which includes unique protections for teens. Through our AI Literacy programs, we're helping teens build the knowledge and critical thinking skills they need to engage with AI safely, confidently, and responsibly.



Protecting teens with age-appropriate content policies

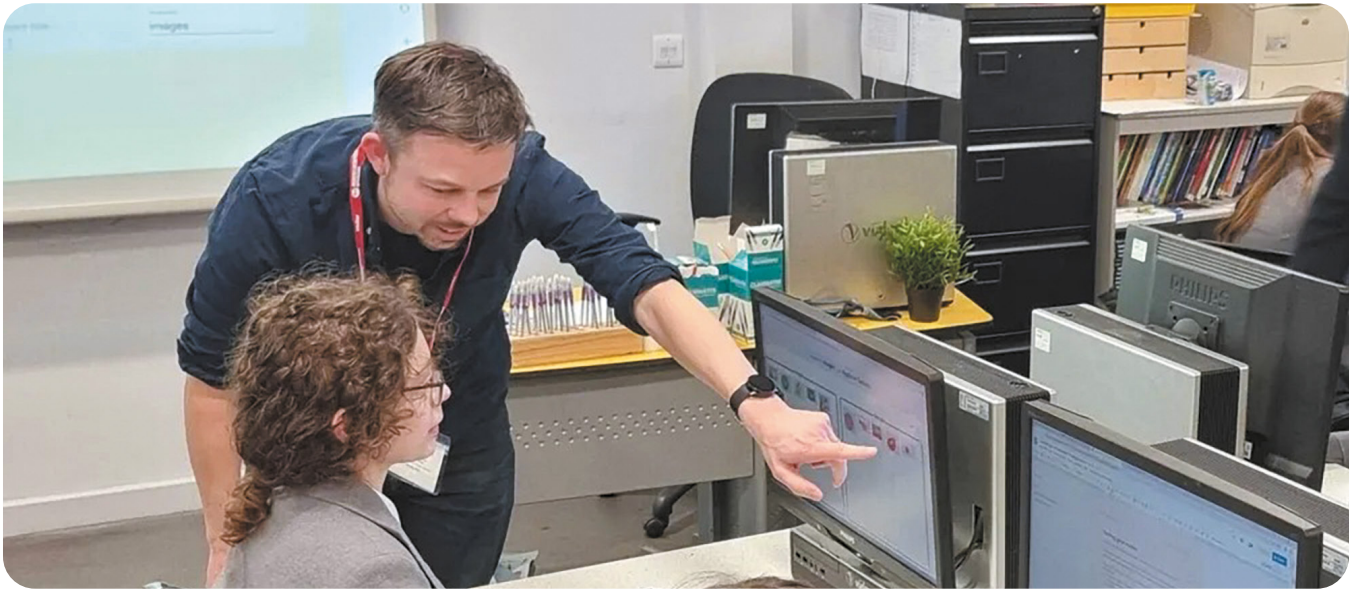
We collaborated with child safety and development experts to design age-appropriate content safety policies and a product experience that prioritises teen safety. The models powering Gemini Apps are trained to detect topics that are potentially inappropriate or harmful to younger users, such as queries related to illegal or age-gated substances, and our built-in guardrails help ensure that responses to teen prompts aren't harmful or inappropriate.



Empowering teens with information and tools

To help teens use Gemini Apps safely from the start, we designed literacy material that helps educate teens on AI's capabilities and limitations. Our teen experience also highlights key tools for content evaluation, like our Double Check feature, which allows users to easily evaluate the accuracy of Gemini's responses.

Teaching teens how to use AI safely and responsibly



In partnership with child safety and AI experts, we've launched an educational series to help teens better understand AI and engage with it safely and responsibly. Based on user research, this content challenges misconceptions, provides practical guidance, and reinforces key safety practices, ensuring young people can get the most out of AI while staying protected online.

We've integrated these resources within the Gemini experience, our Help Center, and are now launching a lesson plan designed to help educators ensure their students become informed and responsible users of AI tools, like Gemini, both in and out of the classroom. To further support teachers and students, we've also helped introduce Experience

AI, an educational programme developed by the Raspberry Pi Foundation and Google DeepMind. This adaptable set of lessons and in-classroom activities equips learners aged 11–14 with the skills needed to navigate AI's challenges, mitigate risks, and become confident users of AI.

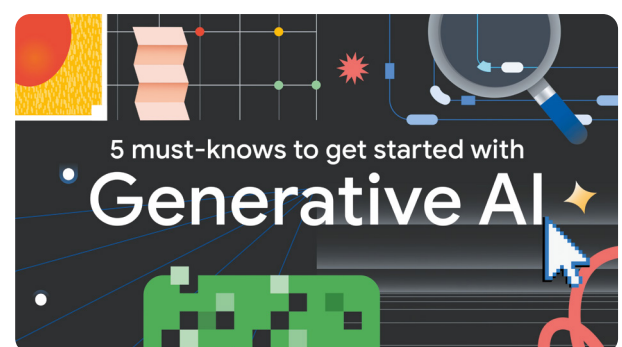
In Europe, the Middle East, and Africa, we've committed a €10 million grant to expand Experience AI, and bringing three new AI safety-focused lessons to even more young people: "AI and Your Data," "Media Literacy in the Age of AI," and "Using Generative AI Responsibly." These lessons further our mission to empower the next generation with the knowledge and tools to engage with AI in an informed, thoughtful way.

5 must-knows to help you get started with generative AI

The video is in partnership with child safety experts, ConnectSafety and Family Safety Online Institute.



Scan to watch
3 minute video.



Helping young people strengthen media and information literacy skills in the age of AI

We believe media and information literacy is an essential skill for young people, helping them think critically, and navigate the web safely in an increasingly complex digital world. We are also committed to helping young people and families understand AI - its capabilities, limitations, and how to identify AI-generated content.

Media literacy in Europe

Google asked Ecorys and London School of Economics to produce a new report on the media literacy education landscape across Europe. Here we look at highlights and our key takeaways from the 2024 study.

Trends

- Breakdown of trust in media and institutions among European citizens.
- The speed of generative AI developments is outpacing media literacy curriculum development and the capacity to train educators.
- Media literacy is not sufficiently integrated into lifelong learning initiatives.

Top 4 Challenges

The biggest challenges to implementing media literacy initiatives in Europe, according to surveyed stakeholders.

52%

Low priority in education curricula and assessment frameworks

41%

Limited support or prioritisation at a public policy level

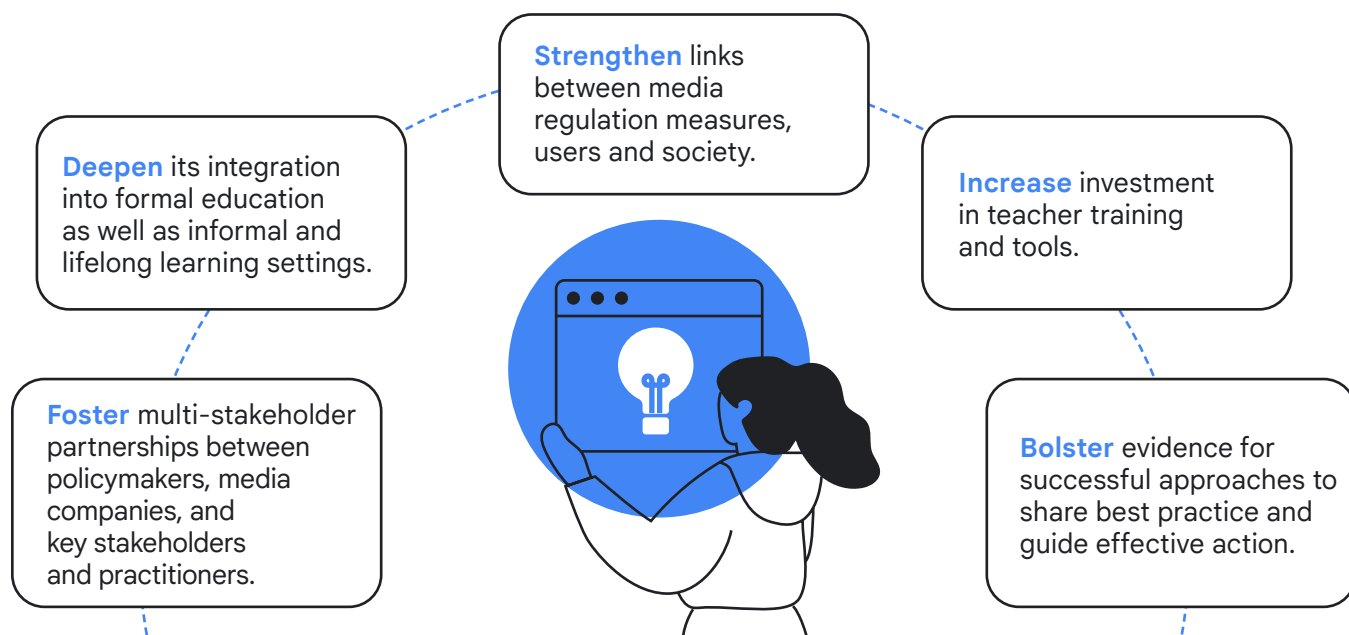
36%

Difficulties with measuring outcomes and evidencing impact

36%

Public distrust of media organisations

How to boost media literacy in Europe

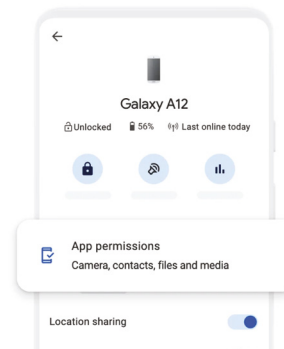


Helping families stay safer online with Family Link

Family Link provides tools that respect families' individual choices with technology, helping them create healthy, positive digital habits. With easy-to-use tools, they can understand how their child is spending time on their device, share their location, manage privacy settings, and find the right balance for their family.

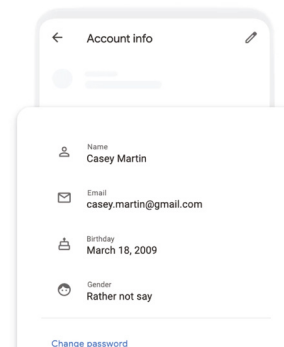
Establish digital ground rules

Help your child develop healthy online habits with Family Link. Set screen time limits, schedule device downtime, and manage app time restrictions to create a balanced digital experience. You can also approve or block app downloads and choose the right YouTube experience, whether that's YouTube Kids or a supervised experience on YouTube.



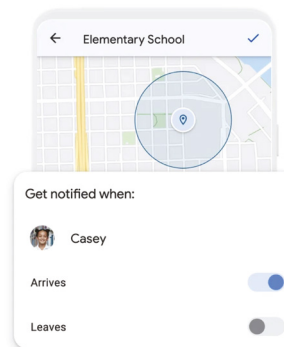
Manage and secure your child's account

Take control of your child's privacy and security, allowing you to manage app permissions, website access in Chrome, and data settings. You can review and adjust what information apps and extensions can access, reset passwords if needed, update personal details, or even delete an account, helping you protect their digital experience.



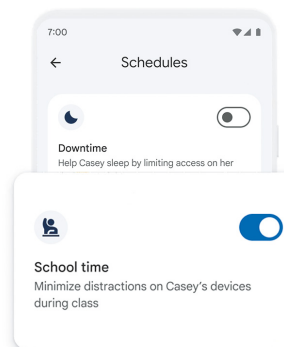
Stay connected on the go

Keep track of your child's location as long as they're carrying their device, seeing their whereabouts on one map. You'll also receive critical notifications when they arrive or leave a certain location, check their device's battery status, and even remotely ring it if needed.



Stop distractions in the classroom

School Time feature enables parents to disable apps and activities on their kids' Android smartphones whilst they are at school to help stop distractions in the classroom. It aids schools who are reviewing the use of phones in schools and gives parents greater choice in how they support their children's learning and wellbeing.



Teen **safety & wellbeing** on YouTube

When it comes to younger viewers on YouTube, our priority is to provide safer, age-appropriate experiences that allow learning, growth, and exploration. Building on our YouTube Youth Principles (yt.be/youth-principles) and Legislative Framework to Protect Children and Teens Online (g.co/policies/youthlegislativeframework), we have a series of product updates and partnerships to help support the unique needs of today's teens.

Investing in products to **support teen wellbeing**

Additional safeguards on content recommendations

Our systems limit repeated recommendations to teen viewers of content that may be innocuous as a single video, but could be problematic for some teens if viewed repetitively. This includes content that, for example, compares physical features and idealises some types over others, idealises specific fitness levels or body weights, or displays social aggression in the form of non-contact fights and intimidation.

Making Take a Break and Bedtime Reminders more prominent

To better help teens manage their screen time, both sets of reminders now appear as a full-screen takeover across Shorts and long-form videos, and they're on by default for users under 18.

Crisis support resource panels

Now available in a number of countries in Europe, these panels help viewers pause for a moment and redirect to third-party crisis hotlines when they search on YouTube for certain queries related to suicide, self-harm and eating disorders.

Partnering with **credible experts**

World Health Organization (WHO)

Supported the development of a report from the WHO and British Medical Journal informed by experts that gives guidance on defining developmentally appropriate mental health content and communication strategies for kids and teens. The report is available now.

Common Sense Networks (CSN)

Supported the development of new educational resources for parents and teens from CSN, covering how to create with empathy, inclusivity, and awareness, how to develop safe online habits, and best practices for online interactions. The guide is available now.

Supporting learners with Google for Education

Learning is at the core of what Google does. As students learn and grow, we provide tools to keep them safer online, while they're in school, at home, and as they navigate life.

With Google Workspace for Education Core Services – like Classroom, Docs, Slides, and Gmail – and Chromebooks, students experience an engaging, safer digital learning environment. While at school, administrators are in charge of students' school-issued Google Accounts and have greater control over what students see and do online, which means the learner is viewing age-appropriate content. We work hand in hand with educators to build products that are useful, not distractions – and have accessibility built in.



Secure by default

We keep your data secure and digital learning environments safe. Google Workspace provides real-time alerts for security threats and Chromebooks are built with multiple layers of security. And did you know? There have been zero reported successful ransomware attacks on Chromebooks.



Ad-free, trustworthy content

All of Google Workspace for Education Core Services – like Classroom, Drive, Docs, Gmail, Calendar, and more – are secure, private, and free from advertising. And beyond these tools, Google provides access to quality, age-appropriate educational resources.



You're in control

Google for Education is designed with privacy and security as a top priority, which means schools and users maintain the ability to control their Customer Data.



Private by design

Privacy is at the very foundation of our educational platform. Google Workspace for Education Core Services all reflect rigorous local, national, and international compliance standards, including GDPR, FERPA, and COPPA.

[Share our Guardian's Guides](#) with the parents and families in your community to help them learn more about the Google tools students use for learning in the classroom.

goo.gle/guardians-guides

[Learn more](#) about Google Education:

edu.google.com

[Follow the Keyword blog](#) for updates

blog.google/outreach-initiatives/education

Partnering to keep families safe online

We know that keeping kids and teens safe online is a shared responsibility. That's why we collaborate with child safety experts, policymakers, educators, and industry partners to help parents set boundaries and use technology in a way that's right for their families. Some of these partnerships include:



Barnardos Ireland, a leading child protection organisation, partners with Google.org to empower children, parents, and teachers with online safety education.



spunout, Ireland's youth-focused information platform, developed Empathy Online with the support of Google.org to help young people navigate online interactions with understanding and confidence.



A Lust for Life Schools Programme aims to build resilience and emotional literacy for primary school students through interactive lessons, videos, and games.



The GAA Child Safeguarding Committee partnered with Google to promote online safety and positive digital behaviors in Gaelic Games clubs across Ireland.



The Raspberry Pi Foundation is a global charity with a mission to enable young people from all backgrounds to fully realise their potential through the power of computing and digital technologies.



Kinia is a non-profit social enterprise addressing education inequality through innovative use of creative technology.

Sometimes the best YouTube is **less** YouTube



YouTube reminds teenagers when it's time to take a break from YouTube. Regardless of whether they are using YouTube to watch long or short-form video, they will get a take-a-break notification at regular intervals, and a special reminder when it's time for bed. For teens aged 13–17, these reminders are set to “On” by default. So, with time, your kids will learn that the best YouTube is sometimes a little less YouTube. To help manage their time online, and find other safety features for kids and teens, visit youtube.com/myfamily

Making the internet safer for kids and teens.





Google Safety Engineering Center

