



Chair Matt Klein

Commerce and Consumer Protection Committee
State Capitol, Room G-15
75 Rev Dr Martin Luther King Jr Blvd
St. Paul, MN 55155

Dear Klein and Committee Members,

We are parents, grandparents, and other Minnesota residents who care about kids, and we're writing because Minnesota needs the Age Appropriate Design Code Act. (SF 2810, Sen. Maye Quade)

Families are in crisis. We're fighting every day to protect our kids from depression, cyberbullying, eating disorders, dangerous viral "challenges," exposure to drug use and to sexual predators – all of which are fueled by social media for big tech profits. These dangers have life-threatening consequences for children. Teens who spend five or more hours a day on social media are [71% more likely to have one or more risk factors for suicide](#) than those who spend less than an hour a day. That's a terrifying number when you consider that 81% of 14 to 22 year-olds said they use social media either "daily" or "almost constantly."

This constant use is by design. Social media companies engineer their products to keep kids online as much as possible – through algorithms, notifications, and endless scrolling – because it makes them money. These manipulative tactics harm users, especially the youngest and most vulnerable. Regulating the tech products our children use is way overdue. We have nutrition labels on food packaging, rigorous testing for cribs and car seats, and yet the technology most children use daily has few to no safeguards.

More than 80% of Americans say they want laws that force social media platforms to take steps to make kids safer online. We agree with President Biden, who in his State of the Union address said that "we must hold social media platforms accountable for the experiment they're conducting on our children for profit." But families can't wait for Congress to act. Minnesota has the opportunity to lead the nation in protecting children online and prioritizing young people's mental, physical, and emotional health over profits for private companies. The best way to do that is design codes.

Design codes are proven to work to protect children. The UK implemented the Age Appropriate Design Code in September 2021. Since then, tech companies have made changes to products

that children use to ensure their data isn't needlessly collected and that product design is not detrimental to their health and well-being.

We believe Minnesota children deserve these protections too, and we need your help getting them for our kids.

We call on Minnesota lawmakers to put children's interests ahead of those of the tech industry by supporting the Age Appropriate Design Code Act.

Sincerely,

Sara-Jane Wilson
Minneapolis, MN

Janine Morgan
Eden Prairie, MN

Nancy Schumacher
Duluth, MN

Roxanne Friedenfels
St. Louis Park, MN

Marylyn Irrgang
Mankato, MN

Nan Stevenson
St Paul, MN

Don Hon
Minneapolis, MN

Kathleen Todd
Minneapolis, MN

Kay Beams
Eden Prairie, MN

David Undlin
Apple Valley, MN

Barbara Klucsar
Blaine, MN

Niambi Jackson
Shakopee, MN

Tom Clayton
St. Paul, MN

Pamela Johnson
Buffalo, MN

Cynthia Brockway
Saint Paul, MN

Spencer Johnson
Lake Lillian, MN

Mina Blyly-Strauss
Minneapolis, MN

Lauren Kofsky
Minnetonka, MN

Monica Allen
Eagan, MN

Georgia Cady
Minneapolis, MN

Danni Harding
Saint Paul, MN

Robert Riskin
Minneapolis, MN

Alan Shefland
Minnetonka, MN

Doreatha Cannon
Hopkins, MN

Michael Erickson
Minneapolis, MN

Lynn C. Lang
St. Cloud, MN

Richard Mammel
Albert Lea, MN

M Rosanne Bootz
Chanhsssen, MN

Elyssa Florea
Northfield, MN

Eric Benson
St Louis Park, MN

Christina Nguyen
Hugo, MN

Brooke Diamond
Minneapolis, MN

Jennafer Balgie
Saint Paul, MN

Jennifer Baker
Hinckley, MN

DeeDee Karssen
Plymouth, MN

Julie Washburn
Minneapolis, MN

Caroline Lyngstad
Long Lake, MN

Matthew Saxe
Crystal, MN

Nishiime Peltier
Cass Lake, MN

Carolina Randall
Corcoran, MN

David Berberick
Maple Grove, MN

William Warnock
Thief River, MN

Jimmie Bishop
Minneapolis, MN

Wendy Walz
Forest Lake, MN

Jeanne Claridge
Eagan, MN

Theresa Delrosario
St Paul, MN

Steph C
Crystal, MN

Beth Cook
Bloomington, MN

Kim Matushak
St. Paul, MN

Mark Carlton
Bloomington, MN

Tim meinke
Minneapolis, MN

Ryan Baka
Minneapolis, MN

Terrance Schrammen
Saint Paul, MN

Nancy Hauer
Saint Paul, MN

John Viacrucis
Moorhead, MN

Christopher East
Minneapolis, MN

Brandan Fiedler
Chisholm, MN

Lonnie Houff
Austin, MN

John AND Jean Fleming
Lakeville, MN

Carol Frechette
Shakopee, MN

Joella Berkner
Inver Grove Heights, MN

Jim Bungarden
Wells, MN

John Remkus
Rosemount, MN

Elizabeth Ishmael
Rice, MN

Mikaela Herzog
New Hope, MN

Cindy Nguyen
Minneapolis, MN

Dennis Alanen
Saint Paul, MN

Austin Ihiekwe
Cottage Grove, MN

Linda Mitchell
Faribault, MN

Timothy Mullen
Saint Charles, MN

Kat K
Clements, MN

Bartley Dunn
Minneapolis, MN

James Marsden
Maplewood, MN

Amber Murphy
Columbus, MN

Jessica Sovell
Fairmont, MN

Michelle Sutton
Duluth, MN

Ryan Sutton
Duluth, MN

Shannon Doolan
Richfield, MN

Mollie Schierman
Plymouth, MN

Holly Petersen
Eden Prairie, MN

Geoffrey Saign
St Paul, MN

Bryan McCullough
Proctor, MN

Rebecca Goldberg
Minneapolis, MN

Juan Cardona
Richfield, MN

Maria Dewitt
Ely, MN

Scott Stamness
Woodbury, MN

Sharon Fortunak
St Paul, MN

Yolanda Latessa
Shakopee, MN

Joseph Bracken
Vergas, MN

Karen Johnson
Minneapolis, MN

Brad Murphy
Minneapolis, MN

Brad Berland
Spring Park, MN

Vernetta Stewart
Cottage Grove, MN

Gail Linnerson
Saint Paul, MN

Peter Veits
Burnsville, MN

Jason Nicholoff
Minneapolis, MN

Nan Engelhardt
Saint Paul, MN

Linda J Paselk
Inver Grove Heights, MN

Julie Nordmeyer
Cottage Grove, MN

Kathleen M Braud
Little Falls, MN

Fran Hormel
Minneapolis, MN

Brenda Dunlap
Maple Plain, MN

Thomas Abraham
Prior Lake, MN

O'Toole Jim
Rochester, MN, MN

Marissa Ruiz de Somocurcio
Robbinsdale, MN

Karen Rex
Minneapolis, MN

Kristin Beamish-Brown
Saint Paul, MN

Raymond Bissonnette
Mahtomedi, MN

Jacob Eisen
Thief River Falls, MN

Jason Husby
Minneapolis, MN

Michael Heinsohn
Columbia Heights, MN

Diane McLaughlin
Richfield, MN

Donna Seabloom
Elk River, MN