Annex to UNICEF’s submission to the Committee on the Rights of the Child on the general comment on children’s rights in relation to the digital environment

* Access to information and freedom of expression and thought
  + Please see UNICEF’s Discussion Paper on [Freedom of Expression, Access to Information and Participation](https://www.unicef.org/csr/css/UNICEF_CRB_Digital_World_Series_EXPRESSION.pdf) which considers how children's expression and information rights can be realized online. The internet provides children with unparalleled opportunities to form opinions, share ideas, and gather with peers, and gives children direct access to boundless information. At the same time, the internet has facilitated the creation and distribution of illegal, harmful and inappropriate content. This paper explores both the risks to and opportunities for children's freedom of expression and access to information online, and discusses the role and responsibility of industry.
  + Please see UNICEFs Industry Toolkit on [Children’s Online Privacy and Freedom of Expression](https://www.unicef.org/csr/files/UNICEF_Childrens_Online_Privacy_and_Freedom_of_Expression(1).pdf). The Toolkit contains (1) five General Principles that set out the shared responsibility to protect, respect and realize children’s privacy and expression rights in a digital world and (2) a Checklist for Companies to assess their policies and practices with regard to obtaining, using and retaining children’s personal data; ensuring children’s access to information; and educating and informing children online. The General Principles provide a child rights-based approach to privacy and freedom of expression for national authorities, industry, parents and educators, and the Checklist helps companies bring this approach into practical action.
* Right to education and digital literacy
  + Please see UNICEF’s Discussion Paper on [Access to the Internet, Education and Digital Literacy](https://www.unicef.org/csr/css/UNICEF_CRB_Digital_World_Series_ACCESS.pdf)which explores barriers that children face to having meaningful online experiences. There are promising initiatives to help children connect to the Internet and all that is has to offer, but there are also concerns about the nature and scope of the access that children are offered. Equally, it is clear that that access must be paired with digital literacy training for children to safely and confidently exercise their rights online. This paper underscores the growing importance of meaningful Internet access for children, and explores the role and responsibility of industry in making this access universal.
* Right to culture, leisure and play
  + Please find attached UNICEF’s draft Discussion Paper on Child Rights and Online Gaming. Opportunities and Challenges for Children and the Industry
* Protection of privacy, identity and data processing
  + Please see UNICEF’s Discussion Paper on [Privacy, Protection of Personal Information and Reputation](https://www.unicef.org/csr/css/UNICEF_CRB_Digital_World_Series_PRIVACY.pdf) which analyses the complex relationship between children’s privacy and the internet. While the internet has the ability to emancipate children’s autonomy and enhance independence, children’s privacy can be undermined by a number of risks related to the collection and onward sale of their data and browsing habits, behavior targeting and advertising, the use of biometrics, age verification and the mandatory use of identification, government surveillance and a variety of parental controls. This paper explores these risks to children’s privacy online and puts forward the responsibilities of and opportunities for the ICT sector to respond to these risks.
  + Please see UNICEFs Industry Toolkit on [Children’s Online Privacy and Freedom of Expression](https://www.unicef.org/csr/files/UNICEF_Childrens_Online_Privacy_and_Freedom_of_Expression(1).pdf). The Toolkit contains (1) five General Principles that set out the shared responsibility to protect, respect and realize children’s privacy and expression rights in a digital world and (2) a Checklist for Companies to assess their policies and practices with regard to obtaining, using and retaining children’s personal data; ensuring children’s access to information; and educating and informing children online. The General Principles provide a child rights-based approach to privacy and freedom of expression for national authorities, industry, parents and educators, and the Checklist helps companies bring this approach into practical action.
  + Please see UNICEF’s Discussion Paper on [Children and Digital Marketing: Rights, risks and opportunities](https://www.unicef.org/csr/css/discussion-paper-digital-marketing-v2.pdf) which offers a view of today’s digital marketing landscape from a child rights perspective, and aims to provide a basis for marketing practices that better protect children’s rights. The paper outlines drivers and features of the current situation and concludes with a brief description of the regulatory context, while section three focuses on understanding the impact of digital marketing on children’s rights. This paper also turns to marketing actors, breaking down their roles in the value chain and potential interferences with children’s rights. As the basis for ongoing discussion, the paper offers suggestions for the next steps and opportunities for positive change
  + Please see UNICEFs [Toolkit for Industry on Children’s Rights and Marketing](https://www.unicef.org/csr/css/industry-toolkit-children-digital-marketing.pdf). The Toolkit aims to provide detailed advice for companies committed to considering the experiences of children along the digital marketing value chain. This includes mitigating and avoiding the adverse impacts of digital advertising on children’s right to privacy, protection of personal data, freedom of expression, right to health, and protection from economic exploitation.