

CONGRESS IS CONSIDERING A NEW LAW THAT WOULD REQUIRE APP STORES TO CONDUCT AGE VERIFICATION ON ALL USERS.

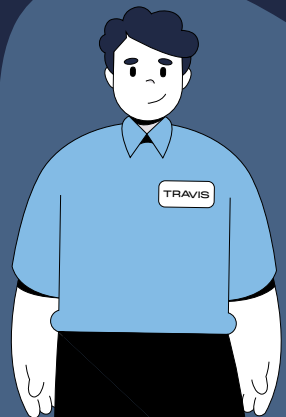
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As policymakers look for better ways to **empower parents to protect their children online**, we also need to protect parents and kids from proposals that further undermine children's privacy, **without solving important issues facing parents**.

For example, proposed app store age verification bills don't just **put children's privacy at risk**, they put small business financial well-being at risk too.

They **shift the cost and responsibility from big tech companies** that know the content on their platforms the best to small businesses.

Here's how that can happen, with an example we'll call **Travis**.



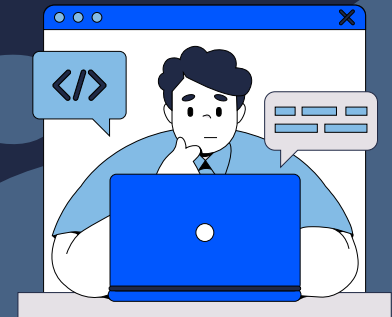
Travis owns a bike shop.

He has an app for the shop that lets customers schedule tune-ups and check inventory.

But now, Travis is facing **\$20,000–\$80,000** in compliance costs, just to add age verification his app doesn't need.



That means hiring developers, consulting lawyers, and managing ongoing updates, despite the fact that his app **does not contain any age-inappropriate content**.



Travis supports child safety. But **this law adds steep costs without making children safer**—especially when parents can already control which apps can be downloaded through Apple and Google stores.



Travis' app is one of an estimated **3.5 million** small business apps that must pay to be updated to comply with the new law, creating a total burden of **\$70–\$280 billion** for small businesses nationwide.

In today's tough economy, small businesses are already under pressure. **Laws like this create unnecessary burdens**, particularly for businesses like Travis', that simply aren't part of the problem.

