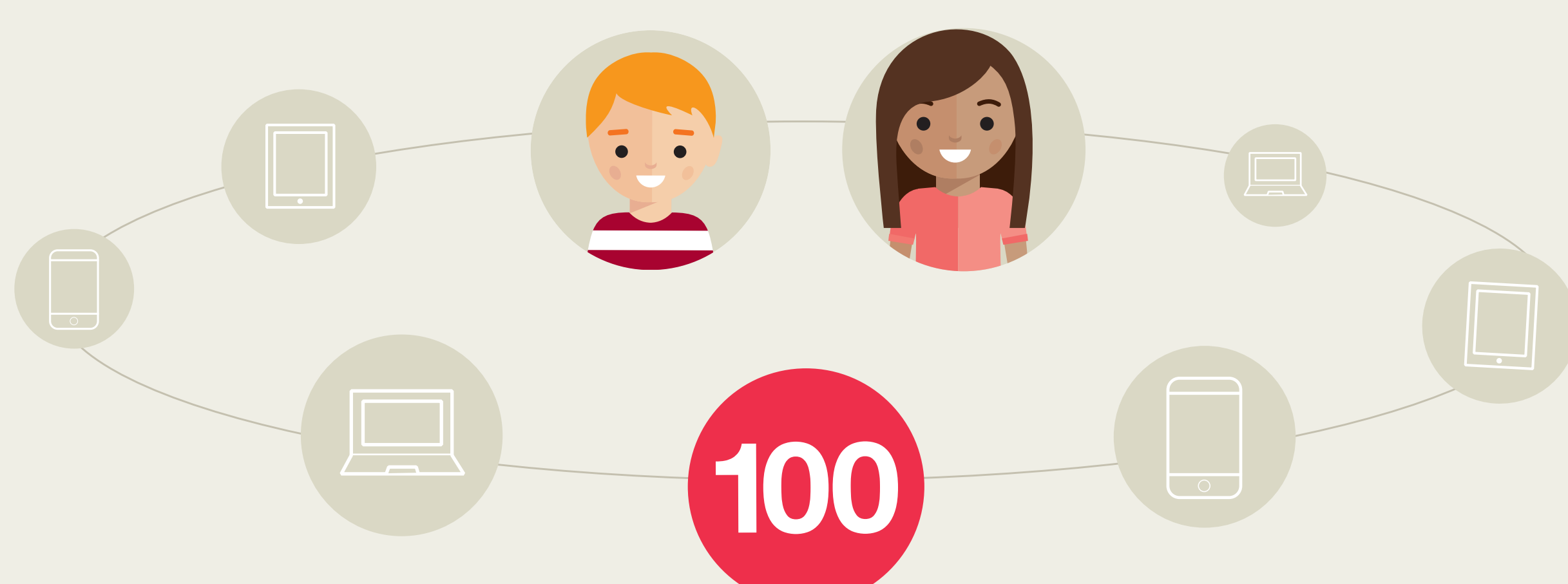


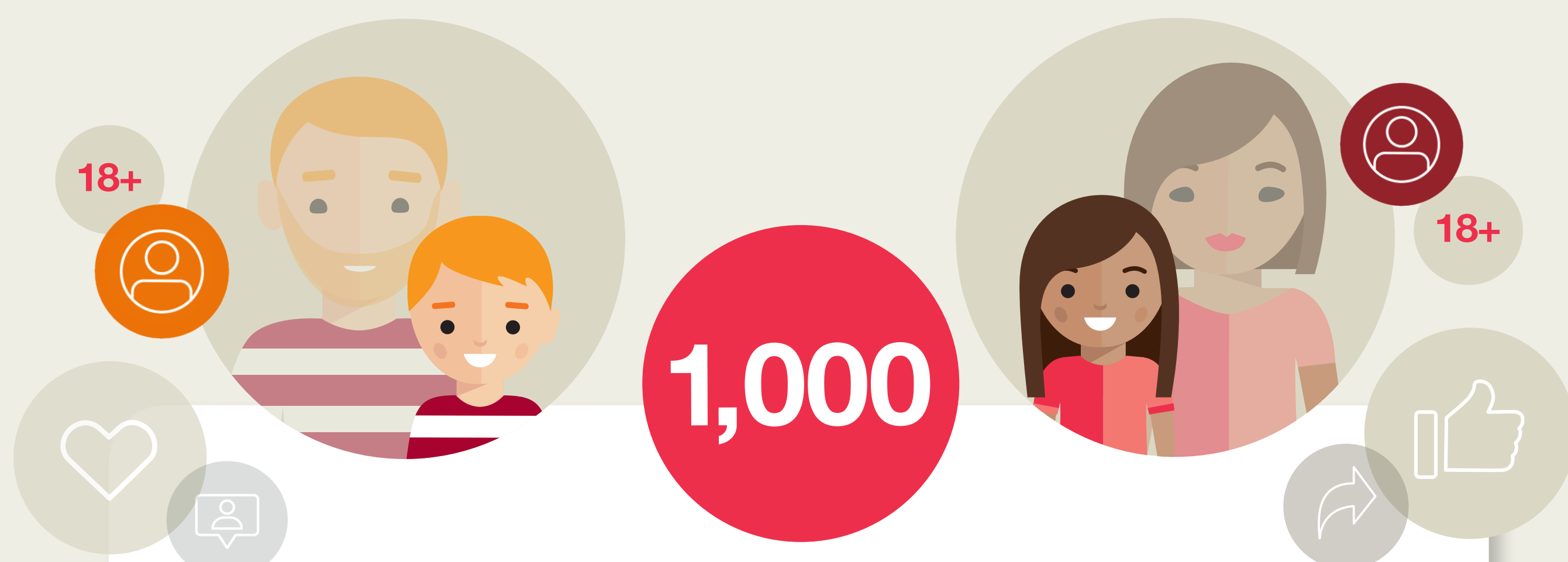
Protecting Children and Young People Online

The ASA monitored the personal devices of approximately





children and young people aged 11-17

over **7** days to understand:



11-17-year-olds were also surveyed to explore:

-  The number and type of social media accounts held by children and young people.
-  The set-up of those accounts, including their registered age versus their real age, and other demographic information.

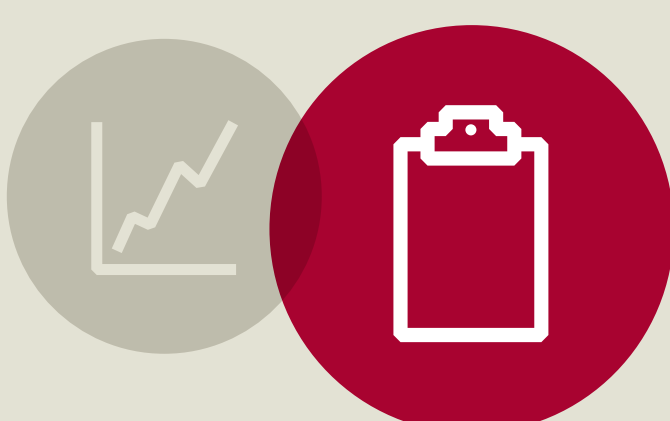
As a result of the findings:



The ASA is following up, as a priority, with advertisers whose ads appear to breach our age-targeting rules;



CAP is offering training and advice on how to comply with new guidance on targeting age-restricted ads; and



The ASA will be publishing a follow up report on enforcement next year.