**Media, Tech Firms to Change Kids' Data Acquisition, Targeting**

Disney, ViacomCBS and numerous adtech companies have agreed to remove or disable tracking software, limit the collection of personal data, and curtail the practice of behavioral ad targeting for children under age 13 as part of class action settlements with a California federal court. "This is going to be the biggest change to the children's app market that we've seen that gets at the business models," says Josh Golin, Campaign for a Commercial-Free Childhood's executive director.

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[*https://www.mediapost.com/publications/article/362325/kids-advertising-game-changer-app-data-collectio.html*](https://www.mediapost.com/publications/article/362325/kids-advertising-game-changer-app-data-collectio.html)

*Image credit:*

[*https://raisingchildren.net.au/\_\_data/assets/image/0033/48858/internet-safety-preschoolers.jpg*](https://raisingchildren.net.au/__data/assets/image/0033/48858/internet-safety-preschoolers.jpg)