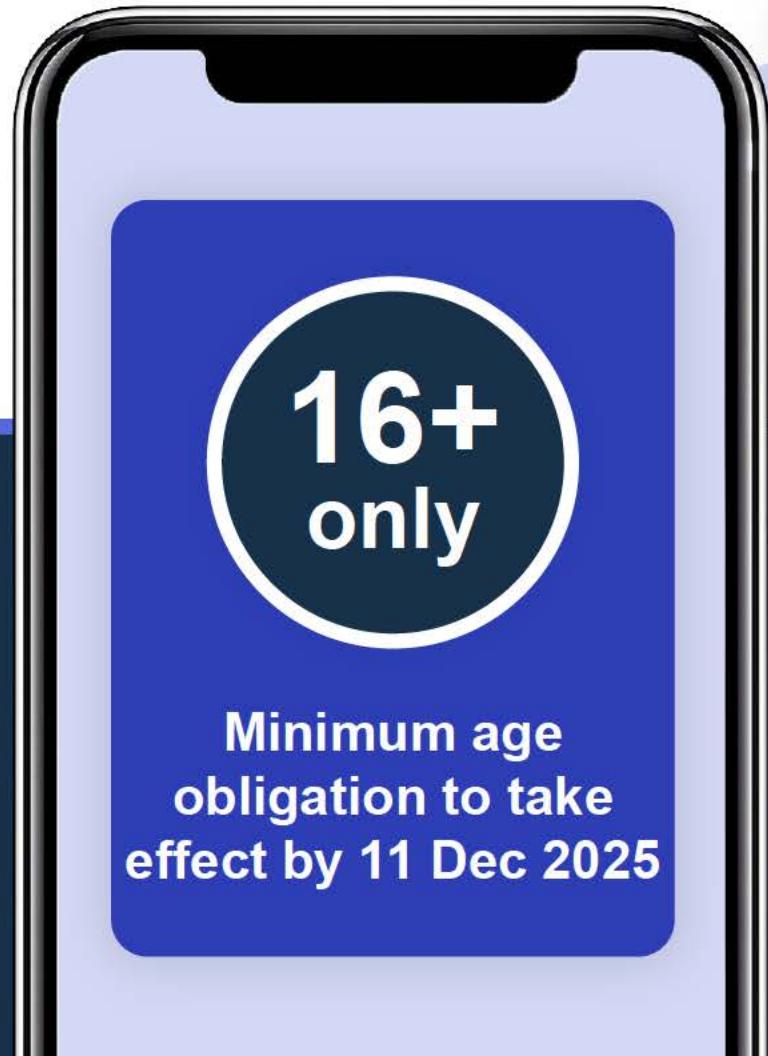


# eSafety's social media age restrictions consultation

## **Section 1**

# **About the social media minimum age obligation**

# Overview of the social media minimum age obligation



Find out more about the legislation on the [Government's factsheet](#).

**Age-restricted social media platforms** will have to take reasonable steps to prevent users under the age of 16 from having accounts on their service

The SMMA obligation was introduced into the Online Safety Act late last year. It puts the responsibility on service providers, not parents or children, to prevent users from having an account.

The legislation is about protecting young people, not punishing or isolating them. It also aims to support parents and carers in managing their children's social media use and overall wellbeing.

# An '**age-restricted social media platform**' is a service that:

Has the **sole or significant purpose** of enabling **online social interaction** between two or more users.

Allows users to **link to or interact** with other users.

Allows users to **post material** on the service.



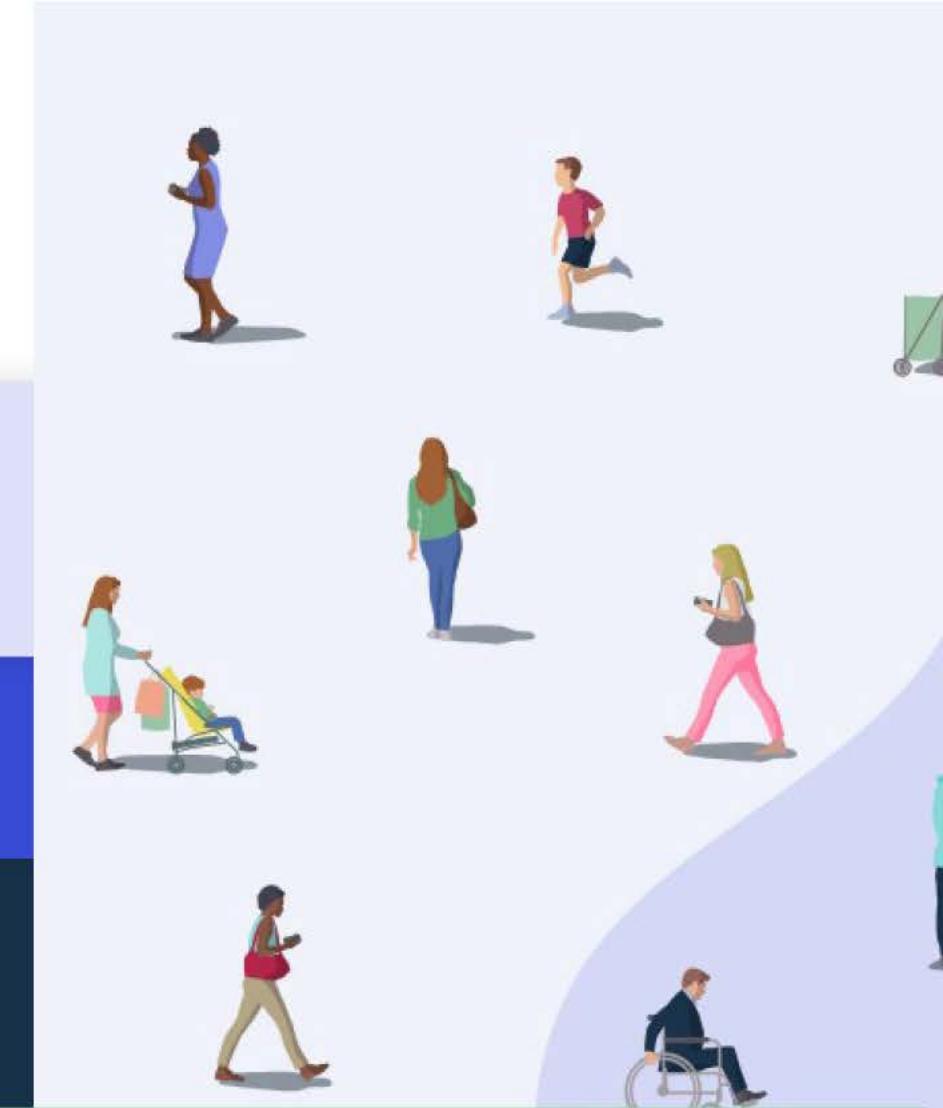
# Legislative rules

The Minister may make legislative rules to set further conditions for what constitutes an age-restricted social media platform.

The legislative rules can specify that a platform, or class of platforms, is or is not in scope.

The eSafety Commissioner has provided advice to the Minister on proposed legislative rules to exclude certain services, which the Minister must have regard to.

**The Minister has not yet made legislative rules.**



# What will ‘age-restricted social media platforms’ need to do to comply with the legislation?

Age-restricted social media platforms must take **‘reasonable steps’** to prevent age-restricted users from ‘having an account’ on their service.

These reasonable steps will include some form(s) of **age assurance** for some prospective and existing account holders.

Services using government-issued ID or a service accredited under Australia’s Digital ID System for age assurance must also **provide other reasonable alternatives for age assurance**.

## **Section 1**

# **eSafety's role in the implementation of the social media minimum age obligations**

# eSafety's role



eSafety is to formulate and promote written guidelines for age-restricted social media platforms to outline what would be considered 'reasonable steps'. This will be published in eSafety's **regulatory guidance**.

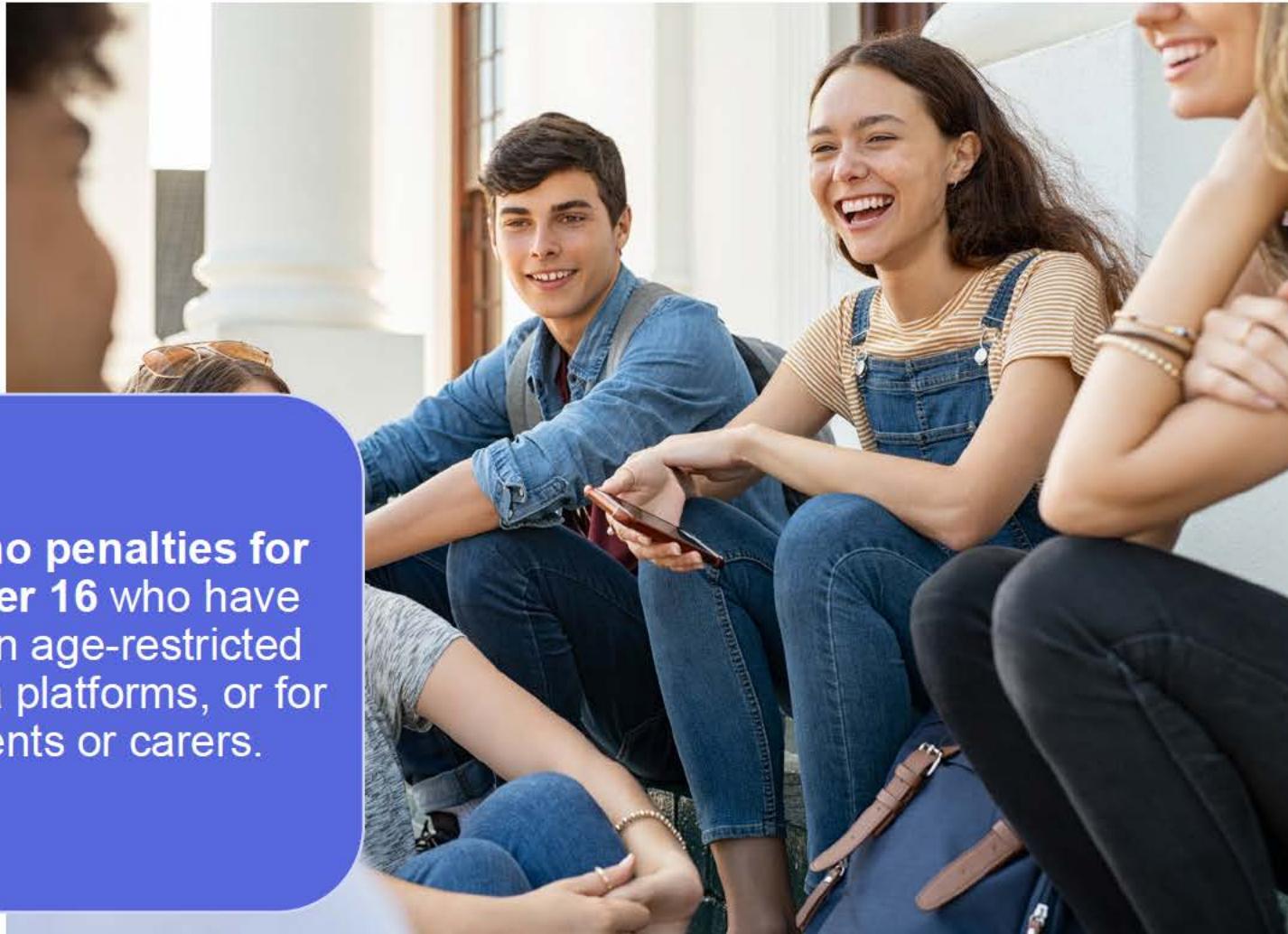
We are working closely with the **Office of the Australian Information Commissioner** to make sure our guidelines on reasonable steps interlock with their guidance about complying with privacy protections.

When the age restrictions are in place, eSafety will be **monitoring, assessing and enforcing** industry's compliance with the reasonable steps.

# Penalties for non-compliance

There are **significant penalties** for service providers for failing to take reasonable steps to prevent age-restricted users from having accounts.

There are **no penalties for users under 16** who have accounts on age-restricted social media platforms, or for their parents or carers.



# Key milestones

The dates below highlight key milestones in the consultation and implementation of the Social Media Minimum Age obligation.



## **Section 1**

# **What is eSafety consulting on?**

# eSafety is consulting on what to include in the regulatory guidance

This consultation is not about the Social Media Minimum Age obligation itself—that has already been introduced into law.

Instead, it will help shape eSafety's guidance, which will include practical advice for industry, and inform eSafety's prevention and awareness efforts.

The regulatory guidance will include:

What are **good practices and principles** for the implementation of age checks

What are **reasonable steps for industry** to take to determine who is a relevant user

How eSafety will **interpret and apply the legislative rules** and communicate which platforms need to comply with the obligation and which platforms are excluded

**What policies and processes** should a platform have in place to meet its obligations

# Who is being consulted?

eSafety recognises the need for the guidelines to be informed by evidence.

**Children and young people**

Groups with expertise in age assurance and safety technologies

Representatives from the Australian government, and from overseas regulators

Civil society groups with expertise in children's rights

Groups representing children, parents and carers

Academics and research

Education sector representatives

Groups representing diverse Australians

Technology industry, including social media platforms and safety tech providers

# What else is eSafety doing?

**Evaluation** – eSafety is committed to a robust evaluation of the implementation and outcomes of the legislation in partnership with our Lead Academic Partner and Academic Advisory Board.

eSafety will **continue developing online safety education** and prevention resources to build children's digital literacy, resilience and critical reasoning skills.

We will continue to use our **existing regulatory powers** to compel greater transparency and achieve meaningful safety and accountability from online services.



# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: 1st July 2025

Time: 11.30am – 12.30pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s 47E\(d\) @esafety.gov.au](mailto:s 47E(d) @esafety.gov.au).*

### Participants

s 22	, National Mental Health Commission
s 22	, National Indigenous Australians Agency
s 22	Attorney-General's Department, Information Law Branch
s 22	, Department of Social Services, Children and Online Safety
s 22	, Department of Social Services, Children and Online Safety
s 22	, Department of Social Services, Children and Online Safety
s 22	, Department of Education, Office for Youth
s 22	, Australian Institute of Criminology
s 22	, Department of Health and Aged Care, Child, Youth and Priority Populations
s 22	, Department of Infrastructure, Transport, Regional Development, Communications and the Arts
s 22	, Department of Home Affairs, Biometrics Technology Strategy & Standards
s 22	, Department of Home Affairs, Biometrics Technology Strategy & Standards
s 22	, Department of Home Affairs, Biometrics Technology Strategy & Standards
s 22	, Office of the Australian Information Commissioner
s 22	, Industry Compliance and Enforcement, eSafety
s 22	Social Media Age Restrictions team, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety

s 22

, Industry Supervision team, eSafety

**Facilitator:** s 22

, Industry Supervision team, eSafety

**Notetaker:** s 22

, Industry Supervision team, eSafety

## Agenda

Item	Duration
Introduction and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes
Total time	60 minutes

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry on the reasonable steps to prevent age-restricted users having an account on an age-restricted social media platform. Similar to our other regulatory guidance, at a high level, this guidance provides information on:

- Guiding principles
- The legal and regulatory framework
- Which platforms are in scope
- Reasonable steps guidelines
- Recommended good practice
- How the SMMA interacts with other regulatory requirements
- eSafety's approach to compliance monitoring and enforcement
- How eSafety can assist / communicate with eSafety

We recognise the need for our guidance to be future-proof, and able to be applied to the range of services that may be required to follow the guidance.

## Scope of consultation

Our consultation will focus on two key areas. We are interested in your perspectives on:

1. General matters relating to eSafety's implementation of the social media minimum age obligations
2. Age assurance and eSafety's regulatory guidance for industry

We have provided a number of questions below that will guide our discussion during the consultation.

### **General matters relating to eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits, and what steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences, and what steps should eSafety take to help prevent or minimise the impact of those unintended consequences?
- d. How can eSafety best keep your department updated?

### **Age assurance and eSafety's regulatory guidance for industry**

- e. Previous output from the cross-government age assurance working group included a set of principles to inform the age assurance trial: Accuracy and reliability, privacy, security and human rights. Do these same principles still apply for effective age assurance in relation to the social media minimum age obligations?
- f. Is your department responsible for any work that may intersect with eSafety's regulatory guidance on what reasonable steps platforms should take? If so, could your work help inform the regulatory guidance?
- g. Are there any other considerations that you would like eSafety to be aware of in our drafting of the regulatory guidance?
- h. Are there particular approaches from other jurisdictions that you think should be considered for the implementation of age assurance in Australia?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: 2 July 2025

Time: 1:30pm – 2:45pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s47E\(d\) @esafety.gov.au](mailto:s47E(d)@esafety.gov.au).*

### Participants

s 47F	, Body Safety Australia
s 47F	, Carly Ryan Foundation
s 47F	, Collective Shout
s 47F	, Daniel Morcombe
s 47F	
s 47F	, ChildLight
s 22	Industry Compliance and Enforcement, eSafety
s 22	Social Media Age Restrictions team, eSafety
s 22	Social Media Age Restrictions team, eSafety
<b>Facilitator:</b> s 22	Industry Supervision team, eSafety
<b>Notetaker:</b> s 22	Industry Supervision team, eSafety

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	60 minutes
Wrap up	10 minutes
<b>Total time</b>	1hr 15 minutes

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

## Questions

Our consultation will focus on three key areas:

1. eSafety's implementation of the social media minimum age obligations
2. Processes relating to under 16 accounts on social media services
3. Supporting children's online safety

The questions below will guide our discussion during the consultation.

We will be consulting with children and young people, however we recognise that you engage closely with children and young people and may have received feedback on some of these topics. Throughout our discussion, we welcome any insights and perspectives that you have received from children and young people.

### **eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits, and what steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences, and what steps should eSafety take to help prevent or minimise the impact of those unintended consequences?
- d. Are there particular approaches from other jurisdictions that you think should be considered for the implementation of age assurance in Australia?
- e. How can eSafety best communicate with young people and parents about the social media age restrictions? What does meaningful engagement with young people look like to ensure we carefully balance their safety and privacy?

### **Processes relating to under 16 accounts on social media services**

- f. What considerations will need to be given by platforms to allow users to report other underage accounts to the platform? How should this be signposted?

- g. What considerations will need to be given by platforms when deactivating or closing an under 16 account? When a platform deactivates or closes an under 16 account, what should this process look like?

*For example, what information should be provided to an account holder at the time that it is determined that their account is underage?*

- h. If a user disagrees with a decision to deactivate or close their account, what does a fair and easy to access appeal process look like? What information should be required to reverse the decision?

### **Supporting children's online safety and wellbeing**

- i. How do we ensure children still report and seek help for online harms, even if they occur on a platform they believe they should not be on?
- j. What platforms might children migrate to? What support will children need to ensure they move to low risk platforms?
- k. Is there anything else that you are hearing from children and young people relating to their safety and wellbeing when the legislation takes effect that you would like to highlight?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: [AEST] Thursday 3 July 2025/ [EDT] 2 July 2025

Time: [AEST] 8:30am – 10am/[EDT] 6:30pm – 8pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s 47E\(d\) @esafety.gov.au](mailto:s 47E(d) @esafety.gov.au).*

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	1 hr 15 minutes
Wrap up	10 minutes
Total time	1 hr 30 minutes

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

# Questions

Our consultation will focus on four key areas:

1. Principles for age assurance
2. Implementing age assurance across the user journey
3. Circumvention of age assurance measures
4. Evaluating age assurance measures

The questions below will guide our discussion.

Our guidance for industry will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. We welcome your feedback on how best to frame our guidance, including your perspectives on the extent to which the guidance should be prescriptive.

## **1. Principles for age assurance**

- a. What principles for age assurance methods should be included in the guidance?

## **2. Implementing age assurance across the user journey**

- a. Considering an eco-system approach, where in the tech stack is age assurance best placed?
- b. To what extent could existing age assurance technologies (including those used by some social media services) be implemented upfront, at the point of account creation?
- c. To what extent could existing age assurance technologies (including those used by some social media services) be adapted for the purpose of assessing if a user is under 16, once a user is using the service.
- d. Should progressive age assurance validation, or age revalidation technologies be implemented? Should these be re-applied when age anomalous signals are detected?
- e. On social media services, what are effective signals that indicate the account may be held by someone under 16? What are effective signals that indicate the account may be held by someone over 16? What are the risks and challenges of using these signals?
- f. Are there any benefits, risks or challenges with outsourcing of age assurance services to a third party?
- g. What are your thoughts and suggestions on best practice UX design in age assurance processes? Considering factors like accessibility and friction, what should the process of consent, reporting, account removal and appealing

account removal or erroneous decisions look like for user. Is this different for a young person?

### **3. Circumvention of age assurance measures (age and location-based circumvention)**

- a. What are the ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- b. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

### **4. Evaluating age assurance measures**

- a. How should platforms record, measure and evaluate their age assurance methods?
- b. How could this be done to ensure that the age assurance measures implemented are effective?
- c. How can eSafety validate this information for the purposes of assessing compliance?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Tuesday 8<sup>th</sup> July, 2025

Time: 9am – 10:15am

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s47E\(d\) @esafety.gov.au](mailto:s47E(d)@esafety.gov.au).*

### Participants

s 47F	Good Things Australia
s 47F	, Scarlet Alliance
s 47F	, Scope Australia
s 47F	, Australia Web Accessibility Initiative
s 47F	Electronic Frontiers Australia
s 47F	, Digital Rights Watch
s 22	, Regulatory Operations, eSafety
s 22	, Industry Compliance and Enforcement, eSafety
s 22	Social Media Age Restrictions team, eSafety
s 22	Industry, Compliance and Enforcement, eSafety
s 22	, Industry Supervision team, eSafety
s 22	, Industry Supervision team, eSafety
s 22	, Safer Communities, eSafety

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

# Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	60 minutes
Wrap up	10 minutes
<b>Total time</b>	<b>1hr 15 minutes</b>

## Questions

The questions below will guide our discussion during the consultation. We would welcome any insights and perspectives that you have received from your stakeholders directly.

### 1. eSafety's implementation of the social media minimum age obligations

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits to children, and what steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences for the communities that you work with *that eSafety may be able to address through its implementation*. What steps should eSafety take to help prevent or minimise the impact of those unintended consequences?
- d. Will the social media minimum age impact your organisation and the way you work and/or communicate with your community?
- e. How can eSafety support your organisation to communicate about the social media minimum age and its implementation? Is there any information or resources which would assist?

*For example, information about how eSafety is working with the Office of the Australian Information Commissioner on protection of privacy, or how we are working with the Australian Competition and Consumer Commission to prevent scams, etc.*

- f. How can eSafety best communicate with the public and the communities you work with about the social media minimum age and its implementation? Is there any particular educative information about the social media minimum age that eSafety could assist to clarify at this stage?

### 2. Age assurance technologies and processes

- a. Are there particular approaches from other jurisdictions that you think should be considered for Australia?

- b. Do you have concerns or suggestions about the use of any types of age assurance technologies or processes (not vendor-specific)? This could include at account sign-up, or after account sign-up.
- c. What issues might arise regarding age assurance methods for users aged 16 and 17, and do they differ from those for users aged 18+?
- d. What are the ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- e. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Tuesday 8<sup>th</sup> July, 2025

Time: 4:00pm – 5:15pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at **s 47E(d)** [@esafety.gov.au](mailto:@esafety.gov.au).*

### Participants

s 47F, Australian Child Rights Taskforce

s 47F, 5Rights Foundation

s 47F UNICEF Australia

s 47F, Youth Law Australia

s 47F, Human Rights Law Centre

s 47F, Project Rockit

s 22, Industry Compliance and Enforcement, eSafety

s 22, Social Media Age Restrictions team, eSafety

s 22, Industry Supervision team, eSafety

s 22, Industry Supervision team, eSafety

s 22, Social Media Age Restrictions team, eSafety

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

# Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	60 minutes
Wrap up	10 minutes
<b>Total time</b>	<b>1hr 15 minutes</b>

## Questions

We are interested to hear your perspective on three key areas:

1. General matters – eSafety’s implementation of the social media minimum age obligation
2. Processes relating to under 16 accounts on social media services
3. Supporting children’s online rights

The questions below will guide our discussion during the consultation.

We will also be undertaking consultation with children and young people, however we recognise that you engage closely with children and young people and may have received feedback on some of these topics. We welcome any insights and perspectives that you have received from children and young people.

### **1. eSafety’s implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits to children’s rights, and what steps should eSafety take to help achieve those benefits?
- c. Are there any unintended consequences for children’s rights *that eSafety may be able to address through its implementation?* If so, what steps should eSafety take to help prevent or minimise the impact of those unintended consequences?
- d. How can eSafety best communicate with children and young people, parents and carers, and frontline workers about the social media age restrictions? What does meaningful engagement with children and young people look like to ensure we promote their full range of rights, including rights to safety and privacy?

### **2. Processes relating to under 16 accounts on social media services**

- a. Do you have concerns or suggestions about the use of any types of age assurance technologies or processes (not vendor-specific)? This could include at account sign-up, or after account sign-up.

- b. What does good practice look like for platforms' mechanisms to allow users to report underage accounts to the platform? How should this be signposted and how should platforms prevent or minimise malicious reporting?
- c. What does good practice look like for platforms deactivating or closing an under 16 account?

*For example, what information should be provided to an account holder at the time that it is determined that their account is underage?*

- d. If a user is 16+ but their account is erroneously deactivated or closed, what does a fair and easy to access appeal process look like? What information should be required to reverse the decision?
- e. Do you think children will find ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- f. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

### **3. Supporting children's online safety and wellbeing**

- a. How do we ensure children still report and seek help for online harms, even if they occur on a platform they believe they should not be on?
- b. Is there anything else that you are hearing from children and young people relating to their rights (including their rights to safety and wellbeing) when the legislation takes effect that you would like to highlight?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Wednesday 9<sup>th</sup> July

Time: 1:30 – 2:30pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s 47E\(d\) @esafety.gov.au](mailto:s 47E(d) @esafety.gov.au).*

### Participants

s 22 , Scams Prevention Framework & Privacy team, ACCC

s 22 , Scams Prevention Framework & Privacy team, ACCC

s 22 Scams Prevention Framework & Privacy team, ACCC

s 22 , Social Media Age Restrictions team, eSafety

s 22 , Social Media Age Restrictions team, eSafety

**Facilitator:** s 22 , Industry Supervision team, eSafety

**Notetaker:** s 22 , Industry Supervision team, eSafety

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes

# Background

To assist you in preparing for consultation, we have **attached background** information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry to support compliance with the social media minimum age obligation. Similar to our other regulatory guidance, at a high level, this guidance will provide information on:

- The legal and regulatory framework underpinning the social media minimum age
- Which platforms are in scope (which will depend on the Minister's forthcoming rules)
- How the social media minimum age interacts with other regulatory requirements, such as industry codes and standards
- eSafety's approach to compliance monitoring and enforcement
- How industry can communicate with eSafety

In addition, this guidance will contain:

- Guidelines on reasonable steps to prevent age-restricted users having accounts with age-restricted platforms (for example, principles or criteria for age assurance measures)
- Recommended good practice to support implementation (for example, fair and accessible appeals mechanisms for people whose accounts may be de-activated in error; and preventing and addressing scams associated with the social media minimum age)

Our guidance will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation.

## Questions

We are interested to hear your perspective on three key areas:

1. General matters relating to eSafety's implementation of the social media minimum age obligation
2. Scam risks and mitigations
3. Regulatory coherence/lessons learned

The questions below will guide our discussion.

**1. General matters relating to eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions, and how do these intersect with your work?
- b. How can eSafety best keep ACCC updated?

**2. Scam risks and mitigations**

- a. Are there any particular risks around scams that might arise through the implementation of social media minimum age and age assurance on digital platforms generally? *Relevant considerations might include where users seek to circumvent age assurance measures, or where a user has their account temporarily or permanently deactivated.*
- b. What can eSafety do to mitigate this risk? What can platforms do to mitigate this risk? What can others across government (or more broadly) do to mitigate this risk?
- c. What are the appropriate pathways for eSafety to refer individuals making enquiries on matters that intersect with scams? Is there any messaging that could come from eSafety and/or platforms?
- d. Are there any other trends around scams on social media services and digital platforms (or other services, such as banking and telecommunications) that you think we need to be aware of?
- e. What are some of the other potential unintended consequences of the social media minimum age and/or age assurance measures? What steps should eSafety take to help prevent or minimise the impact of those unintended consequences?

**1. Regulatory coherence**

- a. Have you developed or are you developing regulatory guidance, public messaging or other resources that could help inform eSafety's implementation of the social media minimum age? *This could include any*

*ACCC guidance where you feel that the structure/style has been effective, or specific guidance where it may be appropriate for eSafety to refer to your resources.*

- b. Are there any learnings from co-regulating scams that you would like to share?
- c. Is there anything else eSafety should consider when drafting the regulatory guidance or our implementation more broadly?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

**Date:**

[AEST] Thursday 10 July 2025  
[AWST] Thursday 10 July 2025  
[MDT] Wednesday 9 July 2025  
[EDT] Wednesday 9 July 2025

**Time:**

[AEST] 10:00am – 11:30am  
[AWST] 8:00am – 9:30am  
[MDT] 6:00pm – 7:30pm  
[EDT] 8:00pm – 9:30pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at s 47E(d) [@esafety.gov.au](mailto:@esafety.gov.au).*

### Participants

s 47F	, Qoria
s 47F	, Qoria
s 47F	, World Wide Web Consortium
s 47F	, NYU Stern Working Group on Gaming and Regulation
s 47F	Vyanams Strategies
s 22	Technology and Strategy, eSafety
s 22	, Industry Compliance and Enforcement, eSafety
s 22	Tech Advisory, eSafety
s 22	, Social Media Age Restrictions team, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
s 22	, Industry Supervision team, eSafety
<b>Facilitator:</b> s 22	, Industry Supervision team, eSafety
<b>Notetaker:</b> s 22	, Industry Supervision team, eSafety

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

## Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	1 hr 15 minutes
Wrap up	10 minutes
Total time	1 hr 30 minutes

## Questions

We are interested to hear your perspectives on four key areas:

1. Principles for age assurance
2. Implementing age assurance across the user journey
3. Circumvention of age assurance measures
4. Evaluating age assurance measures

The questions below will guide our discussion.

Our guidance for industry will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. We welcome your feedback on how best to frame our guidance, including your perspectives on the extent to which the guidance should be prescriptive.

### **1. Principles for age assurance**

- a. What principles for age assurance methods should be included in the guidance?

### **2. Implementing age assurance across the user journey**

- a. Noting the legislation places the obligation on social media platforms, what are the potential benefits and drawbacks of platforms relying on age signals derived from age assurance processes conducted at other points in the tech stack?

- b. To what extent could existing age assurance technologies (including those used by some social media services) be implemented upfront, at the point of account creation?
- c. To what extent could existing age assurance technologies (including those used by some social media services) be adapted for the purpose of assessing if a user is under 16, once a user is using the service.
- d. Should progressive age assurance validation, or age revalidation technologies be implemented? Should these be re-applied when age anomalous signals are detected?
- e. On social media services, what are effective signals that indicate the account may be held by someone under 16? What are effective signals that indicate the account may be held by someone over 16? What are the risks and challenges of using these signals?
- f. Are there any benefits, risks or challenges with outsourcing of age assurance services to a third party?
- g. What are your thoughts and suggestions on best practice UX design in age assurance processes? Considering factors like accessibility and friction, what should the process of consent, reporting, account removal and appealing account removal or erroneous decisions look like for user. Is this different for a young person?

### **3. Circumvention of age assurance measures (age and location-based circumvention)**

- a. What are the ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- b. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

### **4. Evaluating age assurance measures**

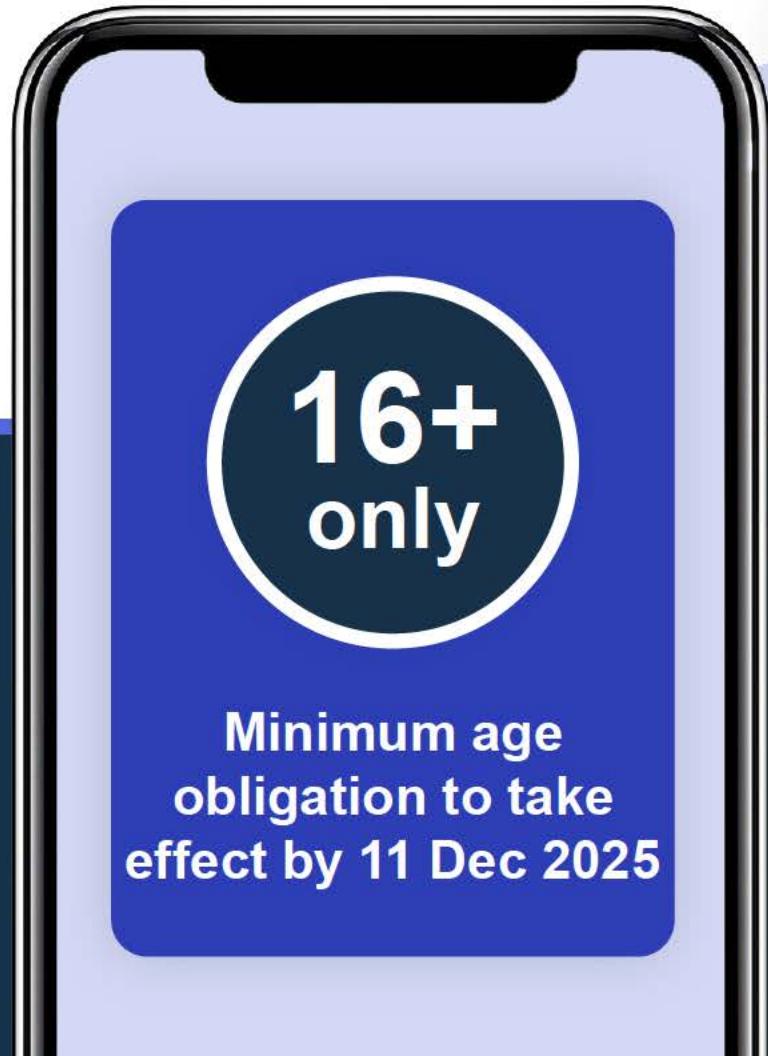
- a. How should platforms record, measure and evaluate their age assurance methods?
- b. How could this be done to ensure that the age assurance measures implemented are effective?
- c. How can eSafety validate this information for the purposes of assessing compliance?

# eSafety's social media age restrictions consultation

## **Section 1**

# **About the social media minimum age obligation**

# Overview of the social media minimum age obligation



Find out more about the legislation on the [Government's factsheet](#).

**Age-restricted social media platforms** will have to take reasonable steps to prevent users under the age of 16 from having accounts on their service

The SMMA obligation was introduced into the Online Safety Act late last year. It puts the responsibility on service providers, not parents or children, to prevent users from having an account.

The legislation is about protecting young people, not punishing or isolating them. It also aims to support parents and carers in managing their children's social media use and overall wellbeing.

# An '**age-restricted social media platform**' is a service that:

Has the **sole or significant purpose** of enabling **online social interaction** between two or more users.

Allows users to **link to or interact** with other users.

Allows users to **post material** on the service.



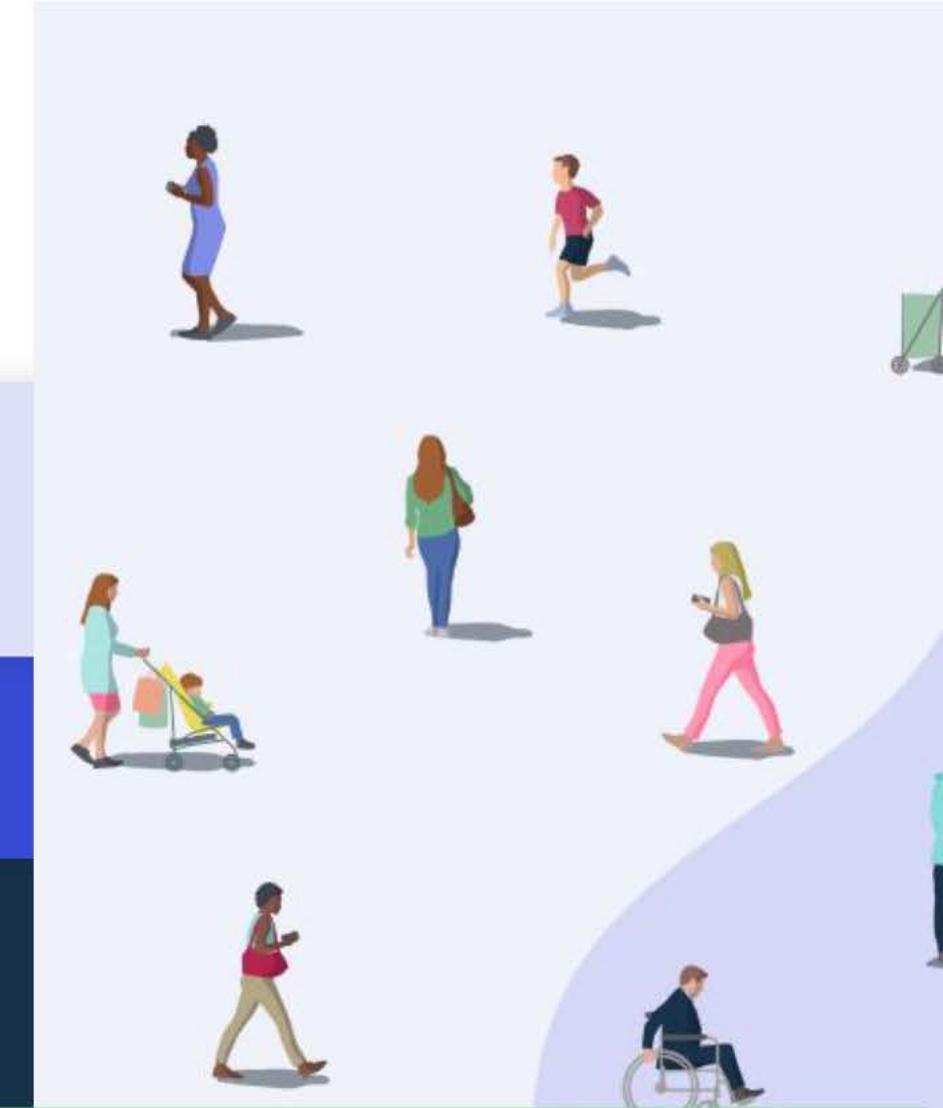
# Legislative rules

The Minister may make legislative rules to set further conditions for what constitutes an age-restricted social media platform.

The legislative rules can specify that a platform, or class of platforms, is or is not in scope.

The eSafety Commissioner has provided advice to the Minister on proposed legislative rules to exclude certain services, which the Minister must have regard to.

**The Minister has not yet made legislative rules.**



# What will ‘age-restricted social media platforms’ need to do to comply with the legislation?

Age-restricted social media platforms must take **‘reasonable steps’** to prevent age-restricted users from ‘having an account’ on their service.

These reasonable steps will include some form(s) of **age assurance** for some prospective and existing account holders.

Services using government-issued ID or a service accredited under Australia’s Digital ID System for age assurance must also **provide other reasonable alternatives for age assurance**.

## **Section 1**

# **eSafety's role in the implementation of the social media minimum age obligations**

# eSafety's role



eSafety is to formulate and promote written guidelines for age-restricted social media platforms to outline what would be considered 'reasonable steps'. This will be published in eSafety's **regulatory guidance**.

We are working closely with the **Office of the Australian Information Commissioner** to make sure our guidelines on reasonable steps interlock with their guidance about complying with privacy protections.

When the age restrictions are in place, eSafety will be **monitoring, assessing and enforcing** industry's compliance with the reasonable steps.

# Penalties for non-compliance

There are **significant penalties** for service providers for failing to take reasonable steps to prevent age-restricted users from having accounts.

There are **no penalties for users under 16** who have accounts on age-restricted social media platforms, or for their parents or carers.



# Key milestones

The dates below highlight key milestones in the consultation and implementation of the Social Media Minimum Age obligation.



## **Section 1**

# **What is eSafety consulting on?**

# eSafety is consulting on what to include in the regulatory guidance

This consultation is not about the Social Media Minimum Age obligation itself—that has already been introduced into law.

Instead, it will help shape eSafety's guidance, which will include practical advice for industry, and inform eSafety's prevention and awareness efforts.

# The regulatory guidance will include:

Guiding principles	The guiding principles that underpin eSafety's approach to implementing the social media age restrictions. This will be informed by consultation, and consider other domestic and international principles on age assurance.
The legal and regulatory framework	Outline the legislative framework, including the role of the Minister for Communications, the OAIC and eSafety.
Which platforms are in scope	Explain which platforms are required to comply with the obligation under s 63C, and explain the application of any legislative rules.
Reasonable steps guidelines	Guidelines for platforms on what constitutes the taking of reasonable steps to prevent a relevant user having accounts on their platform. This includes reasonable steps at the stage of account creation, and in detecting and removing existing accounts.
Recommended good practice	Considerations for good practice when detecting and removing users, including guidance on fair and transparent removal or deactivation processes, and ensuring that there are appropriate appeals processes in place.
Intersections with other regulatory requirements	Intersections with eSafety's other existing regulatory schemes, as well as emerging regulatory requirements, such as the Digital Duty of Care and the Children's Online Privacy Code.
Compliance monitoring and enforcement approach	eSafety's approach to assessing compliance and enforcement, in line with eSafety's overarching compliance and enforcement policy.

# Who is being consulted?

eSafety recognises the need for the guidelines to be informed by evidence.

**Children and young people**

Groups with expertise in age assurance and safety technologies

Representatives from the Australian government, and from overseas regulators

Civil society groups with expertise in children's rights

Groups representing children, parents and carers

Academics and research

Education sector representatives

Groups representing diverse Australians

Technology industry, including social media platforms and safety tech providers

# What else is eSafety doing?

**Evaluation** – eSafety is committed to a robust evaluation of the implementation and outcomes of the legislation in partnership with our Lead Academic Partner and Academic Advisory Board.

eSafety will **continue developing online safety education** and prevention resources to build children's digital literacy, resilience and critical reasoning skills.

We will continue to use our **existing regulatory powers** to compel greater transparency and achieve meaningful safety and accountability from online services.



# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Friday 11<sup>th</sup> July

Time: 9:00am – 10:00am

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at ~~s 47E(d)~~ [@esafety.gov.au.](mailto:@esafety.gov.au)*

### Participants

s 22 [REDACTED], Digital ID Division, ACCC

s 22 [REDACTED], Digital ID Division, ACCC

s 22 [REDACTED], Social Media Age Restrictions team, eSafety

s 22 [REDACTED], Social Media Age Restrictions team, eSafety

**Facilitator:** s 22 [REDACTED], Industry Supervision team, eSafety

**Notetaker:** s 22 [REDACTED], Industry Supervision team, eSafety

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes

# Background

To assist you in preparing for consultation, we have **attached background information** on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry to support compliance with the social media minimum age obligation. Similar to our other regulatory guidance, at a high level, this guidance will provide information on:

- The legal and regulatory framework underpinning the social media minimum age
- Which platforms are in scope (which will depend on the Minister's forthcoming rules)
- How the social media minimum age interacts with other regulatory requirements, such as industry codes and standards
- eSafety's approach to compliance monitoring and enforcement
- How industry can communicate with eSafety

In addition, this guidance will contain:

- Guidelines on reasonable steps to prevent age-restricted users having accounts with age-restricted platforms (for example, principles or criteria for age assurance measures; and information about the legislation's restrictions on the use of certain forms of identification, such as Digital ID)
- Recommended good practice to support implementation (for example, fair and accessible appeals mechanisms for people whose accounts may be de-activated in error; and preventing and addressing scams associated with the social media minimum age)

Our guidance will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation.

## Questions

We are interested to hear your perspective on three key areas:

1. General matters relating to eSafety's implementation of the social media minimum age obligation

2. Age assurance and Digital ID
3. Regulatory coherence and lessons learned

The questions below will guide our discussion.

**We would also appreciate an update on Digital ID as a program of work at the start to aide our understanding of how it might intersect.**

**1. General matters relating to eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions, and how do these intersect with your work?
- b. How can eSafety best keep ACCC updated?

**2. Age assurance and Digital ID**

- a. What forms of ID can and cannot be used for Digital ID to verify identity, and why? How do those with no formal identity documents participate in the service?
- b. Under section 63DB of the legislation, a provider of an age-restricted social media platform must not collect government-issued ID or use an accredited service within the meaning of the Digital ID Act 2024 for the purpose of complying with the social media minimum age obligation unless the provider provides reasonable alternative means of age assurance.
  - i. Our initial reading is that nothing in the legislation precludes exclusive reliance on a digital identity measure that is **not** accredited under the Digital ID Act (except to the extent that the digital identity is reliant on collection of government-issued ID). Can you walk us through potential impacts and what this may mean in practice?
- c. Are there elements of the Digital ID accreditation framework – or other principles or criteria – which eSafety should consider in its guidelines on reasonable steps and age assurance?
- d. From your experience with Digital ID, what are some of the potential unintended consequences of age assurance measures? What steps should eSafety take to help prevent or minimise the impact of those unintended consequences?
- e. Are there any other concerns and risks around the potential eventual use of Digital ID for age assurance including on social media services and digital

platforms, that eSafety need to be aware of? Are there steps that eSafety or online platforms can take to help minimise the risks?

- f. What are the appropriate pathways for eSafety to refer individuals making enquiries on matters that intersect with Digital ID? Is there any messaging that could come from eSafety and/or platforms?

### **3. Regulatory coherence and lessons learned**

- a. Have you developed or are you developing regulatory guidance, public messaging or other resources that could help inform eSafety's implementation of the social media minimum age? *This could include any ACCC guidance where you feel that the structure/style has been effective, or specific guidance where it may be appropriate for eSafety to refer to your resources.*
- b. Are there any learnings from co-regulating Digital ID that you would like to share?
- c. Is there anything else eSafety should consider when drafting the regulatory guidance or our implementation more broadly?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Tuesday 15<sup>th</sup> July

Time: 10.30-11.30am

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at ~~s 47E(d)~~ [@esafety.gov.au.](mailto:@esafety.gov.au)*

### Participants

s 47F	, Empowerment ED
s 47F	, Life Education Australia
s 47F	, Alannah and Madeline Foundation
s 47F	, Think You Know
s 47F	, Evolve Education
s 22	, Social Media Age Restrictions team, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
s 22	, Education Sectors, eSafety
s 22	, Education Sectors, eSafety
<b>Facilitator:</b> s 22	, Industry Supervision team, eSafety

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

# Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes

## Questions

We are interested to hear your perspective on four key areas:

1. eSafety's implementation of the social media minimum age obligation
2. Communicating with children and young people, parents/carers, schools and educators
3. Supporting children's online safety and wellbeing
4. User behaviour

The questions below will guide our discussion.

We welcome any insights and perspectives that you have received from children and young people, parents/carers, educators and schools.

### **1. eSafety's implementation of the social media minimum age obligations**

- a. What are the key issues you have heard from educators, schools, children and young people and parents/carers for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits, and what steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences *that eSafety may be able to address through its implementation*, and what steps should eSafety take to help prevent or minimise the impact of those unintended consequences?

### **2. Communicating with young people, parents/carers, schools and educators**

- a. How have you been communicating with educators, schools, children and young people and parents about social media minimum age?
- b. How have education sectors, schools and educators been communicating with children and young people and parents/carers about the social media minimum age?

- c. Will the social media minimum age impact your organisation and the way you work and/or communicate with schools, educators, schools, children and young people and parents/carers?
- d. How can eSafety support education sectors, schools and educators to communicate about the social media minimum age? Is there any information or resources which would assist, particularly to help create a normative change across school communities?
- e. Is there any particular educative information about the social media minimum age that eSafety could assist to clarify at this stage?

### **3. Supporting children's online safety and wellbeing**

- a. How do we ensure children still report and seek help for online harms, even if they occur on a platform they believe they should not be on?
- b. What platforms might children migrate to? What support will children need to ensure they move to low risk platforms?
- c. What can eSafety do to continue to support digital literacy and resilience to assist children and young people? How can eSafety continue to build their digital literacy with children under 16 to support them when they turn 16?
- d. Is there anything else that you are hearing from schools and educators relating to children's safety and wellbeing when the legislation takes effect that you would like to highlight?

### **4. User behaviour**

- a. We have heard concerns that some students may migrate to other platforms to avoid social media age restrictions. What platforms do you think that students may migrate to?
- b. What support will students need to ensure they move to lower risk platforms?
- c. What are you hearing from children and young people about the ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- d. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Tuesday 15<sup>th</sup> July 2025

Time: 3.30-4.45pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at **s 47E(d)** [@esafety.gov.au](mailto:@esafety.gov.au).*

### Participants

s 47F	
s 47F	
s 47F	
s 47F	, Reset Tech Australia
s 47F	, Wikimedia Australia
s 47F	, Australian Council on Children and the Media
s 22	, Technology and Strategy, eSafety
s 22	, Social Media Age Restrictions team, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
<b>Facilitator:</b> s 22	Industry Supervision team, eSafety

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

# Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	60 minutes
Wrap up	10 minutes

## Questions

We are interested to hear your perspectives on three key areas:

1. eSafety's implementation of the social media minimum age obligation
2. Implementing age assurance across the user journey
3. Regulatory coherence

Our guidance for industry will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. We welcome your feedback on how best to frame our guidance, including your perspectives on the extent to which certain guidance should be prescriptive.

### **1. eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits? What steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences *that eSafety may be able to address through its implementation?* What steps should eSafety take to help prevent or minimise the impact of those unintended consequences?

### **2. Implementing age assurance across the user journey**

- a. What principles or criteria for age assurance methods should be included in the guidance?
- b. Noting the legislation places the obligation on social media platforms, what are the potential benefits and drawbacks of platforms relying on age signals derived from age assurance processes conducted at other points in the tech stack?

- c. Do you have concerns or suggestions about the use of any types of age assurance technologies or processes (not vendor-specific)? This could include at account sign-up, or after account sign-up.
- d. What issues might arise regarding age assurance methods for users under 16, those aged 16 and 17, and users aged 18+? How can these be addressed?
- e. What types of signals (location or age based) can or should (not) be used by platforms to infer people's location and age for purposes of complying with the obligation and preventing circumvention?
- f. How and when could or should consent and appeal processes be incorporated into the user journey?
- g. How should platforms record, measure and evaluate their age assurance methods? What would good data governance look like when doing so?
- h. How should eSafety ensure platforms are complying with their obligations?

### **3. Regulatory coherence**

- a. Are there any intersections with other Australian regulatory schemes (such as privacy, scams prevention) that you think eSafety should be aware of in the implementation of this legislation? Are there any steps that you think eSafety should take to address these?
- b. How should eSafety as the online safety regulator work with OAIC as the privacy regulator to ensure platforms comply with both regulatory frameworks?
- c. Are there particular approaches from other jurisdictions (domestic and international) that you think should be considered for the implementation of age assurance in Australia?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

**Date:** Tuesday 15<sup>th</sup> July 2025

**Time:** Sydney: 6pm – 7pm [AEST] Paris: 10:00 AM – 11:00 AM [CEST]

**Location:** Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at **s 47E(d)** [@esafety.gov.au](mailto:@esafety.gov.au).*

### Participants

s 47F	, Yubo
s 47F	Yubo
s 22	, Regulatory Operations, eSafety
s 22	, Industry Compliance and Enforcement, eSafety
s 22	Industry, Compliance and Enforcement, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
<b>Facilitator:</b> s 22	Industry Supervision team, eSafety

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Yubo update on current or planned age assurance	10 minutes
Discussion	40 minutes
Wrap up	5 minutes

To assist you in preparing for consultation, we have **attached background** information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry on the reasonable steps to prevent age-restricted users having an account on an age-restricted social media platform. Similar to our other [regulatory guidance](#), at a high level, this guidance will provide information on:

- Guiding principles
- The legal and regulatory framework underpinning the social media minimum age
- Which platforms are in scope
- Guidelines on reasonable steps to prevent age-restricted users having accounts with age-restricted platforms
- Recommended good practice to support implementation
- How the social media minimum age interacts with other regulatory requirements, such as industry codes and standards
- eSafety's approach to compliance monitoring and enforcement

Our guidance will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. Throughout our discussion, we would welcome your feedback on how best to frame our guidance.

## Update from Yubo

At the start of the consultation, there will be 10 minutes should you wish to provide us with any updated information on your current or planned age assurance processes that you think may assist to frame our discussions.

We have an understanding of your existing processes through public facing documents and our engagement to date. We would welcome any further information on:

- The technical operation of any models or tools that you use, or intend to use.

- Timeframes for implementing and deploying age assurance for the purpose of complying with the SMMA.
- Your current process for removal of accounts that breach your terms of user (such as under 13 accounts) and your communication with users about account removal.
- The current appeals process you have where an account is removed.

This update will be at your discretion.

## Discussion questions

The following questions will guide our discussion. Any questions that we don't have time to discuss on the day, we may ask to cover in a subsequent meeting.

### **1. eSafety's implementation of the social media minimum age obligations**

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions, including benefits and unintended consequences? How can eSafety address these?
- b. Are there other areas that it would be useful for eSafety to include in the regulatory guidance?
- c. Are there particular approaches from other jurisdictions that you think should be considered for the implementation of age assurance in Australia?
- d. How can eSafety best communicate with companies to help industry comply? What information is most useful and how should this be made available?

### **2. Age assurance - account creation**

- a. What did you consider when choosing Yoti for the purposes of age assurance?
  - i. Did you consider any other technologies or approaches?
  - ii. If so, why did you decide not to proceed with those?
- b. When you initially implemented age assurance, what steps did you take to undertake age assurance with a large number of users within a fixed timeframe?
  - i. What did your timeframes look like for deploying Yoti initially?

- ii. Were there any unintended consequences or challenges that arose (both operationally, and with your user base) when you undertook these processes at a large scale?
- iii. Did you observe any risks around scams activity when implementing these processes? If so, did you take any steps to mitigate this, or to communicate any risks with users?
- c. How did you ensure that the age assurance measures you implemented were accessible for all users?
- d. What forms of identification or other subsequent checks do you consider sufficient where facial age estimation has been inconclusive or unsuccessful?

### **3. Age assurance – proactive and ongoing monitoring**

- a. What steps do you intend to take to detect and deactivate or suspend all Australian under 16 year old accounts when the social media minimum age (SMMA) obligation takes effect?
  - i. What considerations or steps are important to ensure this process is fair and that people are provided with the appropriate supports?
  - ii. What guidance do you need from eSafety?
- b. Do you employ proactive and ongoing monitoring of user ages through age inference technologies?
  - i. What signals do your current age inference technologies rely on?
- c. What signals do you currently rely on to determine user location?
  - i. How could this be used to determine Australian users for the purposes of undertaking age assurance to meet obligations under the SMMA?
  - ii. At what stage in the user journey do these signals come into play?
- d. Are you planning to deploy any new measures to comply with the SMMA Act?
  - i. What do your timeframes look like to adapt your existing measures, or implement any new measures for the purposes of complying with the SMMA obligation?

### **4. Circumvention**

- a. Are you aware of ways that users circumvent your age assurance measures?

- i. If so, what does that look like and how do you identify this is occurring?
- b. Are you aware of any other forms of circumvention that occur by users looking to access Yubo without certain age restrictions, where they have been removed or where they wouldn't otherwise be permitted to hold an account? For example location-based circumvention (including through the use of VPNs), device level circumvention (where users re-attempt account creation on other devices), or other circumvention by users for the purposes of recidivism.
- c. What would be reasonable to prevent, detect and respond to circumvention?

## **5. Dealing with accounts where users are identified as being under 16**

- a. What does your appeal process look like for accounts where age assurance is inconclusive, unsuccessful, or where the assurance is not accurate?
  - i. What is the average timeframe for an appeal to be completed?
  - ii. What messaging do you currently provide to users around appealing these decisions?
- b. How often are decisions relating to a user's account that are made based on Yoti's age assurance appealed and reviewed?
  - i. How often are these decisions corrected?
- c. If an account is deactivated for being under 16 years, are you considering options to allow the user to reinstate the account when they turn 16?
  - i. Have you considered how you would give effect to this?

## **6. Assessing compliance**

- a. What information do you collect, use or hold in these age assurance processes, and for what purposes?
- b. What information do you use to measure the effectiveness of age assurance methods?
- c. What information could be shared with eSafety to demonstrate an age restricted social media platform is meeting its obligations?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Wednesday 16<sup>th</sup> July 2025

Time: 2:00pm – 3.00pm AEST

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s 47E\(d\) @esafety.gov.au](mailto:s 47E(d) @esafety.gov.au).*

### Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes

To assist you in preparing for consultation, we have attached background information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

### Questions

We are interested to hear your perspective on four key areas:

1. eSafety's implementation of the social media minimum age obligation
2. Communicating with children and young people, parents/carers, schools and educators

### 3. Supporting children's online safety and wellbeing

#### 4. User behaviour

The questions below that will guide our discussion.

We welcome any insights and perspectives that you have received from children and young people, parents/carers, educators and schools.

#### **1. eSafety's implementation of the social media minimum age obligations**

- a. What are the key issues you have heard from educators, schools, children and young people and parents/carers for eSafety to consider in its implementation of the social media age restrictions?
- b. What are some of the potential benefits, and what steps should eSafety take to help achieve those benefits?
- c. What are some of the potential unintended consequences *that eSafety may be able to address through its implementation*, and what steps should eSafety take to help prevent or minimise the impact of those unintended consequences?

#### **2. Communicating with young people, parents/carers, schools and educators**

- a. How have you been communicating with educators, schools, children and young people and parents about social media minimum age?
- b. How have education sectors, schools and educators been communicating with children and young people and parents/carers about the social media minimum age?
- c. Will the social media minimum age impact your organisation and the way you work and/or communicate with schools, educators, schools, children and young people and parents/carers?
- d. How can eSafety support education sectors, schools and educators to communicate about the social media minimum age? Is there any information or resources which would assist, particularly to help create a normative change across school communities?
- e. Is there any particular educative information about the social media minimum age that eSafety could assist to clarify at this stage?

#### **3. Supporting children's online safety and wellbeing**

- a. How do we ensure children still report and seek help for online harms, even if they occur on a platform they believe they should not be on?
- b. What platforms might children migrate to? What support will children need to ensure they move to low risk platforms?
- c. What can eSafety do to continue to support digital literacy and resilience to assist children and young people? How can eSafety continue to build their digital literacy with children under 16 to support them when they turn 16?

- d. Is there anything else that you are hearing from schools and educators relating to children's safety and wellbeing when the legislation takes effect that you would like to highlight?

#### **4. User behaviour**

- a. We have heard that some students may migrate to other platforms. What platforms do you think that students might migrate to?
- b. What support will students need to ensure they move to lower risk platforms?
- c. What are you hearing from children and young people about the ways that age assurance could be circumvented, by seeking to mislead about either location or age?
- d. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Invitation and information pack

You are invited to participate in the eSafety Commissioner's [Social media age restrictions consultation](#).

Social media age restrictions for Australians under the age of 16 are due to take effect by 11 December 2025. The social media minimum age obligations will be implemented in line with the Online Safety Amendment (Social Media Minimum Age) Act 2024.

The new law requires age-restricted social media platforms to take 'reasonable steps' to prevent children under 16 from having an account. eSafety's consultation process will inform the development of guidelines about those reasonable steps.

## Event details

Date: Wednesday 16<sup>th</sup> July 2025

Time: 8:30am – 9.30am [IST], 9:30am – 10:30am [CEST], 5.30-6.30pm [AEST]

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at [s 47E\(d\) @esafety.gov.au](#)*

## What to expect

To support accurate documentation, we will video record and transcribe the roundtable. The video recording and transcript will be used by eSafety for the purpose of this consultation only and will not be published.

## Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Discussion	50 minutes
Wrap up	5 minutes

# Questions

Our consultation will focus on five key areas. We are interested to understand your approach to:

1. Determining principles or standards for age assurance
2. Requirements for age assurance across the user journey
3. Circumvention of age assurance measures
4. Assessing compliance
5. Future-proofing

The questions below that will guide our discussion.

We will review and consider public facing resources or guidance released by your office relating to the specific requirements in your jurisdiction.

## **1. Determining principles or standards for age assurance**

- a. What did you consider when determining principles or standards for age assurance, and why?
- b. Were there any principles or standards that you considered and decided not to proceed with? If so, why?
- c. If you have set parameters or requirements for specific practices to meet the principles, what informed this?
- d. How have you approached addressing intersections with other regulators?

## **2. Requirements for age assurance across the user journey**

- a. What did you consider to determine when in the user-journey that age assurance should be conducted?
- b. Are there circumstances where it would be reasonable to undertake age assurance more than once?
- c. What did you consider to determine what is reasonable around consent for age checks?
- d. What did you consider to determine what personal or sensitive information might be necessary for age checks to access an age-restricted social media platform?
- e. What kind of guidance, if any, do you provide to platforms on good practice for handling user reports of underage accounts?

## **3. Circumvention of age assurance measures (location and age based)**

- a. What informed your approach to circumvention?
- b. What do you think would be reasonable to expect a platform to do to mitigate against circumvention?

#### **4. Assessing compliance and enforcement**

- a. In practice, how will you be assessing compliance with the principles/standards or thresholds for age assurance that has been set?
- b. What information should platforms be required to record, measure and evaluate their age assurance methods?
- c. How will you validate data provided by industry?
- d. Are there any learnings from your compliance action or enforcement proceedings? How will these inform your approach to regulatory guidance or frameworks on age assurance?

#### **5. Future-proofing**

- a. How have you made your approach flexible to account for new technologies and changes to existing technologies?
- b. Are there any other lessons learned?

# Personal information collection notice

## Types of Information

In order to undertake the Social Media Age Restrictions Consultation, eSafety may collect your personal information. The types of personal information we collect will depend on what you choose to provide to eSafety during the consultation. For example, this may include your name, contact information, professional information and insights and opinions you choose to share.

## Purpose

eSafety may collect personal information if it is reasonably necessary for, or directly related to, one or more of eSafety's functions set out in section 27 of the *Online Safety Act 2021* (OSA).

In this case, collection of personal information through this consultation process is reasonably necessary for the development of the guidelines for the taking of reasonable steps to prevent Australians under the age of 16 from having accounts with age-restricted social media platforms (s 27(1)(qa) of the OSA).

eSafety may also use your personal information to contact you for further consultation and to provide you with additional information regarding the social media age restrictions.

## Freedom of Information and disclosure of your personal information

Information provided by consultees may be disclosed to third parties in limited circumstances. This includes under the *Freedom of Information Act 1982* (Cth) (unless an exemption applies); for the purposes of parliamentary processes; or as permitted or required by law (see for example, under s 212 of the OSA).

eSafety will seek to consult with relevant consultees before disclosing information to third parties.

## More information about eSafety's privacy policy

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- the Privacy Act
- requesting access to your personal information
- requesting a correction to your personal information, and
- how we deal with complaints about our handling of personal information.

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## AI transparency statement

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We are committed to maintaining transparency, data integrity, and privacy throughout this process. If you have any questions or concerns, please feel free to reach out.

## Next steps

Your informed consent to participate in the consultation and have your information collected as stated above will be assumed based on your acceptance of this invitation.

We appreciate your contribution to this important work and look forward to receiving your RSVP.

Kind regards,

International Team  
eSafety Commissioner

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Invite and information pack

Dear **s 47F**

TikTok is invited to participate in the eSafety Commissioner's [Social media age restrictions consultation](#).

Social media age restrictions for Australians under the age of 16 are due to take effect by 11 December 2025. The social media minimum age obligations will be implemented in line with the Online Safety Amendment (Social Media Minimum Age) Act 2024.

The new law requires age-restricted social media platforms to take 'reasonable steps' to prevent children under 16 from having an account. eSafety's consultation process will inform the development of guidelines about those reasonable steps.

## Event Details

**Date:** Wednesday 16<sup>th</sup> July 2025

**Time:** 3:00pm – 4:00pm [AEST]

**Location:** Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at **s 47E(d)** [@esafety.gov.au](mailto:@esafety.gov.au).*

## Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
TikTok update on current or planned age assurance	10 minutes
Discussion	40 minutes
Wrap up	5 minutes

# RSVP

Please confirm attendance, including the names of attendees by Friday 11 July 2025.

To ensure the best outcome from the consultation, we request you include at least one representative from each of the below categories:

- engineering or product management, technical expert
- trust and safety, online safety, public policy or legal.

If you have any questions, please contact the Industry Supervision Team at  
s 47E(d) [@esafety.gov.au](mailto:@esafety.gov.au).

## What to expect

To support accurate documentation, we will video record and transcribe the consultation. The video recording and transcript will be used by eSafety for the purpose of this consultation only and will not be published. We will publish anonymised summaries of the consultations. The summaries will not identify company-specific information.

To assist you in preparing for consultation, we have **attached background** information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry on the reasonable steps to prevent age-restricted users having an account on an age-restricted social media platform. Similar to our other [regulatory guidance](#), at a high level, this guidance will provide information on:

- Guiding principles
- The legal and regulatory framework underpinning the social media minimum age
- Which platforms are in scope
- Guidelines on reasonable steps to prevent age-restricted users having accounts with age-restricted platforms
- Recommended good practice to support implementation

- How the social media minimum age interacts with other regulatory requirements, such as industry codes and standards
- eSafety's approach to compliance monitoring and enforcement

Our guidance will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. Throughout our discussion, we would welcome your feedback on how best to frame our guidance.

## Update from TikTok

At the start of the consultation, there will be 10 minutes should you wish to provide us with any updated information on your current or planned age assurance processes that you think may assist to frame our discussions.

We have an understanding of your existing processes through public facing documents and our engagement to date. We would welcome any further information on:

- The technical operation of any models or tools that you use, or intend to use.
- Timeframes for implementing and deploying age assurance for the purpose of complying with the SMMA.
- Your current process for removal of accounts that breach your terms of user (such as under 13 accounts) and your communication with users about account removal.
- The current appeals process you have where an account is removed.

This update will be at your discretion.

## Discussion questions

The following questions will guide our discussion. Any questions that we don't have time to discuss on the day we may ask to cover in a subsequent meeting.

### 1. eSafety's implementation of the social media minimum age obligations

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions, including benefits and unintended consequences? How can eSafety address these?

- b. Are there other areas that it would be useful for eSafety to include in the regulatory guidance?
- c. Are there particular approaches from other jurisdictions that you think should be considered for the implementation of age assurance in Australia?
- d. How can eSafety best communicate with companies to help industry comply?
  - i. What information is most useful and how should this be made available?

## **2. Age assurance - account creation**

- a. We understand you currently use Yoti and Jumios age assurance tools when a user appeals their account ban.
  - i. Are you planning to deploy these, or new measures, at the account creation stage to comply with the SMMA Act?
  - ii. What would your timeframes look like to implement a solution for age assurance at account sign up for the purposes of the SMMA?
  - iii. What is the appeal success rate for users when using Yoti, Jumio and human review?

## **3. Age assurance - proactive and ongoing monitoring**

- a. What steps do you intend to take to detect, deactivate or suspend all under 16 year old accounts when the SMMA obligation takes effect?
  - i. What considerations or steps are important to ensure this process is fair and that people are provided with the appropriate supports?
  - ii. What guidance do you need from eSafety?
- b. Noting the measures that you already have in place for proactive and ongoing monitoring of user ages, how could you deploy these to comply with the SMMA Act?
- c. What signals do your current age inference technologies rely on, which are most reliable?
- d. Do you currently rely on any signals to identify location?
  - i. If so, how could this be used to determine Australian users for the purposes of undertaking age assurance to meet obligations under the SMMA?
  - ii. At what stage in the user journey do these signals come into play?

- e. In late 2024, TikTok told eSafety that where your proactive detection tools flag that a user may be under 13, TikTok's underage moderation team completes a manual review of the account.
  - i. Are all flagged underage accounts still reviewed by human moderators?
  - ii. Do you intend to implement this same process where accounts are identified as being under 16?
- f. To what extent do your current age inference technologies rely on the collection, use or retention of user data and/or personal information (including the data/personal information of the user being age checked, and the data/personal information of other users that may train the technology)?

#### **4. Circumvention**

- a. Are you aware of ways that users circumvent age assurance methods you already use or plan to use?
  - i. If so, what does that look like and how do you identify this is occurring?
- b. What indicators does TikTok currently use to prevent under-13 users from circumventing account bans or suspensions and re-accessing the service?
  - i. Could these be used at scale following SMMA implementation?
- c. Are you aware of any other forms of circumvention that occur by users looking to access your services without content restrictions, or where they wouldn't otherwise be permitted to hold an account? For example, location-based circumvention (including through the use of VPNs), device level circumvention (where users re-attempt account creation on other devices), or other circumvention by users for the purposes of recidivism.
- d. What would be reasonable to prevent, detect and respond to circumvention?

#### **5. Dealing with accounts where users are identified as being under 16**

- a. What is good practice to ensure it is easy to report underage accounts, is this currently accessible in a logged-out state for example?
- b. What are your current timeframes to action a report of an underage user and an appeal from a user?

- c. What does your appeal process currently look like for accounts taken down for being underage?
  - i. What messaging do you currently provide to users around account removals, and appealing these decisions?
  - ii. Do you intend to take a similar approach to dealing with account removals and appeals for the purposes of complying with the SMMA obligation? If so, how do you intend to scale this and what are the timeframes?
- d. How do you intend to communicate with users identified as being under 16 when the obligation takes effect?
  - i. If an account is identified as being held by a user under 16 years, are you considering options that would allow the user to reinstate the account when they turn 16? Have you considered how you would give effect to this?
  - ii. How do you expect this might impact users under 16 who have connected their TikTok account to other services (both ByteDance services and other platforms)? What steps will you be taking to support users to manage this?

## **6. Assessing compliance**

- a. What information do you use to measure the effectiveness of age assurance methods?
- b. What information could be shared with eSafety to demonstrate an age restricted social media platform is meeting its obligations?

# Personal information collection notice

## Types of Information

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## Next steps

Your informed consent to participate in the consultation and have your information collected as stated above will be assumed based on your acceptance of this invitation.

We appreciate your contribution to this important work and look forward to receiving your RSVP.

Kind regards,

s 22

Industry Supervision Team  
eSafety Commissioner

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Information pack

### Event Details

Date: Tuesday 22<sup>nd</sup> July 2025

Time: 2.30pm – 3.45pm

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at **s 47E(d)** [@esafety.gov.au](mailto:@esafety.gov.au).*

### Participants

s 47F	, Away from Keyboard
s 47F	, National Taskforce for Social Media, Body Image & Eating Disorders
s 47F	, Consortium for Research in Eating Disorders
s 47F	
s 47F	, Yfoundations
s 47F	, The Y
s 47F	, Deakin Cyberpsychology Group
s 47F	, Minus 18
s 47F	, Transcend
s 47F	Children and Young People with Disability Australia
s 22	, Regulatory Operations, eSafety
s 22	, Social Media Age Restrictions team, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
s 22	, Industry, Compliance and Enforcement, eSafety
<b>Facilitator:</b> s 22	, Industry Supervision team, eSafety
<b>Observer:</b> s 22	Department of Infrastructure, Transport, Regional Development, Sports, Communication and the Arts

# The eSafety Commissioner's consultation on Australia's social media age restrictions

## Invitation and information pack

Dear s 47F

Meta is invited to participate in the eSafety Commissioner's [\*\*Social media age restrictions consultation\*\*](#).

Social media age restrictions for Australians under the age of 16 are due to take effect by 11 December 2025. The social media minimum age obligations will be implemented in line with the Online Safety Amendment (Social Media Minimum Age) Act 2024.

The new law requires age-restricted social media platforms to take 'reasonable steps' to prevent children under 16 from having an account. eSafety's consultation process will inform the development of guidelines about those reasonable steps.

## Event Details

Sydney date/time: Thursday 24 July 2025, 8.30am – 9.30am [AEST]

US Date/time: Wednesday 23 July 2025, 3.30pm – 4.30pm [PDT]

Location: Online via Microsoft Teams Link

*If you are unable to access/use Microsoft Teams please contact us to discuss other options at s 47E(d) [@esafety.gov.au](mailto:@esafety.gov.au).*

## Agenda

Item	Duration
Introductions and overview of social media age restrictions	5 minutes
Meta update on current or planned age assurance	10 minutes
Discussion	40 minutes
Wrap up	5 minutes

# RSVP

To ensure the best outcome from the consultation, we request you include at least one representative from each of the below categories:

- engineering or product management, technical expert
- trust and safety, online safety, public policy or legal.

If you have any questions, please contact the Industry Supervision Team at  
s 47E(d) [@esafety.gov.au](mailto:@esafety.gov.au).

## What to expect

To support accurate documentation, we will video record and transcribe the meeting. The video recording and transcript will be used by eSafety for the purpose of this consultation only and will not be published. We will publish anonymised summaries of the consultations. The summaries will not identify company-specific information.

To assist you in preparing for consultation, we have **attached background** information on:

1. The social media minimum age obligation
2. eSafety's role in the implementation of the social media minimum age obligation
3. The purpose of eSafety's consultations

eSafety is developing regulatory guidance for industry on the reasonable steps to prevent age-restricted users having an account on an age-restricted social media platform. Similar to our other [regulatory guidance](#), at a high level, this guidance will provide information on:

- Guiding principles
- The legal and regulatory framework underpinning the social media minimum age
- Which platforms are in scope
- Guidelines on reasonable steps to prevent age-restricted users having accounts with age-restricted platforms
- Recommended good practice to support implementation
- How the social media minimum age interacts with other regulatory requirements, such as industry codes and standards
- eSafety's approach to compliance monitoring and enforcement

Our guidance will need to be future-proof and suitable for the range of services that may be required to comply with the social media minimum age obligation. Throughout our discussion, we would welcome your feedback on how best to frame our guidance.

## Update from Meta

At the start of the consultation, there will be 10 minutes should you wish to provide us with any updated information on your current or planned age assurance processes that you think may assist to frame our discussions.

s 47G(1)(b)

A large rectangular area of the page is redacted with a grey box. To the left of this box, there are several small, dark grey rectangular markers, likely indicating where text or images were originally located.

This update will be at your discretion.

# Discussion questions

The following questions will guide our discussion. Any questions that we don't have time to discuss on the day we may ask to cover in a subsequent meeting.

## 1. eSafety's implementation of the social media minimum age obligations

- a. What do you think are the key issues for eSafety to consider in its implementation of the social media age restrictions, including benefits and unintended consequences? How can eSafety address these?
- b. In addition to guidelines on the taking of reasonable steps, are there other areas that it would be useful for eSafety to include in the regulatory guidance?
- c. Are there particular approaches from other jurisdictions that you think should be considered for the implementation of age assurance in Australia?
- d. How can eSafety best communicate with companies to help industry comply?
  - i. What information is most useful and how should this be made available?

## 2. Age assurance - account creation

- a. s 47G(1)(b)  
[REDACTED]

eSafety's guidelines will set out some principles or criteria for age assurance measures that may comply with the SMMA Act, including at the point of account sign-up.

- i. What types of age assurance measures are you currently considering for account creation and other key points in the user journey, and what information do you need eSafety to provide in order to guide this?
- b. What do your timeframes look like to implement these for the purposes of the SMMA?
  - i. What challenges do you foresee, and what can eSafety's guidance do to reduce those challenges?

- c. s 47G(1)(b)  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

s 47G(1)(b)

### 3. Age assurance - proactive and ongoing monitoring

- a. What steps do you intend to take detect and deactivate or suspend all Australian under 16 year old accounts when the SMMA obligation takes effect?
  - i. What considerations or steps are important to ensure this process is fair and that people are provided with the appropriate supports? What guidance do you need from eSafety?
- b. Noting the measures that you already have in place s 47G(1)(b)  
[REDACTED]
- c. How could you deploy these to comply with the SMMA Act?
- d. s 47G(1)(b)  
[REDACTED]
- e. s 47G(1)(b)  
[REDACTED]

### 4. Circumvention

- a. Are you aware of ways that users circumvent age assurance methods you already use or plan to use?
  - i. If so, what does that look like and how do you identify this is occurring?
- b. Are you aware of any other forms of circumvention that occur by users looking to access your services without content restrictions or where they

wouldn't otherwise be permitted to hold an account? For example location-based circumvention (including through the use of VPNs), device level circumvention (where users re-attempt account creation on other devices), or other circumvention by users for the purposes of recidivism.

c. What would be reasonable to prevent, detect and respond to circumvention?

## 5. Dealing with accounts where users are identified as being under 16

- a. What is good practice to ensure it is easy to report underage accounts?
- i. Are you looking to change your user reporting pathways for underage accounts following implementation and if so how?
- b. s 47G(1)(b)
- [REDACTED]
- c. What does your appeal process currently look like for accounts that are removed where users are identified through proactive monitoring as being under 13?
- i. Have you contemplated how you would mitigate any unintended consequences when scaling these processes?
- ii. Are you looking to change the appeal/ review process once the SMMA obligations take effect? s 47G(1)(b)
- [REDACTED]
- d. What messaging do you currently provide to users around account removals and appealing these processes? What should be considered for communications with users under 16 years?
- i. Do you intend to communicate with users identified as being under 16 prior to, or when the legislation taking effect to provide information on how their account will be managed?
- ii. If an account is identified as being held by a user under 16 years, are you considering options to deactivate/suspend the account to allow the user to reinstate the account when they turn 16? Have you considered how you would give effect to this?

iii. How do you expect this might impact users under 16 who have connected their Meta account with other services (for example, where users use their Meta credentials to login on music streaming services or news services)? What steps will you be taking to support users to manage this?

## **6. Assessing compliance**

- a. What information do you use to measure the effectiveness of age assurance methods?
- b. What information could be shared with eSafety to demonstrate an age restricted social media platform is meeting its obligations?

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## Next steps

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We appreciate your contribution to this important work and look forward to receiving your RSVP.

Kind regards,  
s 22

Industry Supervision Team  
eSafety Commissioner