



## Facebook/TTC Lab's #Pledge2Youth

During 2020, BiK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of Facebook/TTC Labs.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BiK\) portal for the latest information on the Youth Pledge initiative](#).

### Focus of the challenge

In their challenge, Facebook/TTC Labs focused on transparency and control, age-appropriate safeguards, and age verification. Their aims were to make data policies and privacy controls easier to understand, strengthen privacy for young people and explore fair and balanced age verification systems. These areas were explored through Design Jam one-day events, virtual global roundtables, and the Facebook Youth Ambassador programme.

## What happened?

The Facebook family of apps includes Facebook, Instagram, WhatsApp, Messenger and Messenger Kids. Across this network there were over 3 billion users in Q3 2020. These products have age restrictions in place in order to comply with GDPR (General Data Protection Regulation) and data protection laws in other regions. The minimum age for all services (excluding Messenger Kids) is 13, with users in the European region required to be 16 to use WhatsApp. Under GDPR, in some EU countries, some features are unavailable to users aged 13-15 unless parental consent is provided.

With increasing attention given to age-appropriate design, Facebook wanted to ensure that young people are protected and that their rights are upheld – such as rights to privacy, association, play, access to information, right of education and freedom of expression. Involving young people in decisions that Facebook makes to its products is an important way to ensure those rights are recognised and respected.

Facebook initiated TTC Labs (Trust, Transparency and Control Labs) to create a forum for policy makers, regulators, civil society, tech industry, academia and youth ambassadors (enabling the right audience) to discuss and co-create solutions that balance trust, transparency, control, safety, play, autonomy and user experience. With regards to data privacy and youth, they focused on three thematic areas: transparency and control for young people (ways to make data policies and privacy controls transparent and easy to understand for all ages), age-appropriate safeguards (privacy by default, minimising personal data usage and providing an age appropriate experience) and age verification (considering solutions to protect children's privacy and safety while not creating barriers to young people accessing Facebook services because they are unable to prove their age).

TTC Labs is a continuing multi-year workstream that has held a number of day-long Design Jams in London, Sydney and Washington DC (prior to the COVID-19 pandemic) and virtual global roundtables in 2020, including a European roundtable attended by BIK Youth Ambassadors (creating space). These collaborations with youth and other stakeholders have led to the publishing of the TTC Labs Youth Design Guide: How to Design with Trust, Transparency & Control for Young People as well as a Design Jam Toolkit and other co-creation resources (demonstrating influence) made freely available for other companies, organisations and start-ups to utilise at [www.ttclabs.net](http://www.ttclabs.net). A Youth Ambassador programme includes young people from New Zealand, Australia and Ireland, and a research feedback programme involves youth from the EU and North America (enabling voice). Facebook has also expressed interest in further work with children under the age of 13, in order to understand how younger children may wish to use and access the Facebook family of apps.

Facebook is keen to develop a more systematic and structured way of engaging and working with young people to ensure greater representation of youth from EU countries and other regions, and space for diverse voices to influence ongoing thought. They have also committed to keeping BIK Youth Ambassadors informed of further decisions that are made.

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**“Trust, Transparency and Control Labs (TTC Labs) was created and funded by Facebook and is a cross-industry initiative that creates innovative design solutions that places**

**young people at its heart and in control of their privacy. As part of our commitment to the BIK Youth Pledge, our youth-focused Design Jams, in collaboration with 50 organisations, led to the publication of the draft Youth Design Guide in June 2020 and will inform our second edition, which we look forward to publishing in the coming months in 2021.”**

**Dave Miles**  
**Head of Safety for Europe, Middle East and Africa, Facebook**

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**“The roundtable offered an open dialogue where I felt comfortable to discuss concerns pertaining to digital safeguarding and literacy; it was an invaluable insight to listen to experts and understand the process of decision making in policies that directly impact the youth.”**

**Hadia**  
**BIK Youth Ambassador, UK**

## What has happened since?

Following their involvement in the Youth Pledge challenge, Facebook/TTC Labs have continued to develop activities in this area. Following extensive global consultation in 2020, a second version of the design guide [How to design with trust, transparency and control for young people: exploring privacy and safety through co-creation](#) was launched.

The design guide:

- reflects on what future-facing user experience design for youth looks like from a global, cross-sector point-of-view.
- focuses on people-centric approaches, setting out applied principles, considerations and insights.
- expands dialogue around key privacy and safety questions relating to data transparency and control, complexity of age assurance, and safe personalisation.

Between July and October 2020, the Labs hosted a series of seven virtual global roundtables around the world to collect feedback. The second version incorporates feedback by (i) including a wider range of personas, (ii) updating the design principles, and (iii) improving insights from, and reflections on, the co-designed prototypes. The updated principles are as follows:

1. Design for different levels of maturity and evolving identity.

2. Empower with meaningful transparency, control and autonomy.
3. Provide data education over time.

This second version of the guide is accompanied by a [visual explainer "TTC lens"](#) that highlights the journey of the Labs so far around design for young people, unpacking some of the human-centred insights and design concepts from the guide, as part of a wider series.

Facebook/TTC Labs are now continuing their work on designing for the best interests of the child online.