

# Children's safety online: GPEN Sweep 2025

From November 3-7, 2025, 27 regulators from around the world examined how well websites and apps protect children's privacy – reviewing 876 platforms commonly used by or targeted at young people. The Sweep marks the 10<sup>th</sup> anniversary of a similar review conducted in 2015.

## HIGHLIGHTS

**72%**

of age checks could be bypassed by Sweepers

**71%**

did not have child-friendly communications

**85%**

say they may share personal information with third parties

**41%**

of sites/apps deemed unsuitable for children by Sweepers

**36%**

had no easily accessible way to delete accounts

## KEY CONCERNS

### Age gates are failing to protect children

Sweepers easily bypassed age checks and were able to access violent and pornographic content.

### More personal data required

More personal information required to access platforms than ever before, including email and geolocation.

### Easy access to harmful content

Bullying or hateful content on 15% of sites, pornographic content on 11%, self-harm or eating disorder content 7%.

## PROGRESS SINCE 2015

### Increased use of age assurance

Although more work needs to be done, use of age assurance has tripled since 2015 – from 15% to 45% of platforms.

### Account deletion easier to find

Progress in making deletion options more accessible, though many still lack straightforward process.

### New approaches to children's privacy

Some platforms offered parental approval flows, friend-mode controls, and privacy-by-default settings.

## BEST PRACTICES



Privacy protection by default



Limit data collection



Robust age assurance



Simple account deletion



Age appropriate design