

Walt Disney agreed to pay \$ 10 million to resolve the claims of the US Federal Trade Commission. The regulator said that the corporation has allowed the illegal collection of personal data of children when watching videos on YouTube.

According to the commission, some video materials were not noted as children's content. This made it possible to collect information about spectators under the age of 13 and use it to show targeted advertising. The complaint notes that the actions of Disney violated the American law on the protection of online adoption of children.

According to the rules, all sites and online services focused on children under 13 years of age are required to notify parents about what data is collected and to receive their consent.

The judicial agreement obliges the company to introduce a special marking system so that the rollers are correctly defined as children's, if they are intended for this audience.

Disney emphasized that the claims concern not their own digital platforms of the company, but only parts of the content placed on YouTube.