

**Question for written answer E-004100/2025
to the Commission**
Rule 144
Giuseppe Antoci (The Left)

Subject: Protecting children online against sharenting and baby influencers – evaluation of national initiatives and EU action on digital education for families

There is an increasing focus in the Member States on the risks connected with ‘sharenting’ – the online sharing of images and information by parents and guardians – and on the activities of so-called baby influencers, which have potential repercussions for the privacy, dignity and well-being of the child. In Italy, a legislative proposal is under consideration that covers both platform work by children and the dissemination of images of them¹².

At the same time, some Member States (including France, Spain and Greece) have called for action at EU level to strengthen the protection of children on social media³. In this connection, the EU’s regulatory framework – in particular the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA) – already sets out significant requirements in the field of child protection, risk management and the due diligence responsibilities of platforms.

Could the Commission therefore answer the following questions:

1. How does the Commission view the initiatives taken or being taken by the Member States in the field of sharenting and baby influencers, not least in the light of GDPR and DSA obligations?
2. Will it promote common guidelines and comparative monitoring to prevent a scattershot approach and ensure the uniform protection of children’s rights and, if need be, propose targeted regulatory measures?
3. How does it plan to help Member States step up digital education for families?

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¹ Chamber of Deputies, draft act AC 1771 (baby influencers and sharenting): <https://documenti.camera.it/leg19/pdl/pdf/leg.19.pdl.camera.1771.19PDL0081550.pdf>

² Altalex, ‘Sharenting and baby influencers: Senate debating a legislative decree on child protection’ (13/10/2025): <https://www.altalex.com/documents/news/2025/10/13/sharenting-baby-influencer-senato-ddl-proteggere-minori>

³ Altalex, ‘Minors: France, Spain and Greece urge the EU to place limits on access to social media’: <https://www.altalex.com/documents/news/2025/07/18/minori-francia-spagna-grecia-esortano-ue-limitare-social-media>