

(English version)

Question for written answer E-004100/25
to the Commission
Giuseppe Antoci (The Left)
(17 October 2025)

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 them ⁽¹⁾ ⁽²⁾.

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 media ⁽³⁾. 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?

Submitted: 17.10.2025

Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(19 December 2025)

The protection and empowerment of children online, as well as offline, is a key priority for the Commission.

The guidelines on the protection of minors ⁽¹⁾ under the Digital Services Act ⁽²⁾ provide a concrete set of measures that providers of online platforms accessible to minors can implement to meet their legal obligation to provide a high level of privacy, safety, and security for children and teenagers on their services.

For example, platforms should hide children’s personal information, data, and social media content from accounts they are not connected with. In light of the quickly evolving technologies and societal factors, a review of these guidelines is planned for 2026.

Several Member States have called for an EU-level digital age of majority. The Commission is convening a panel of experts to advise the President of the European Commission on the EU’s approach to a potential social media age restriction for minors.

The Commission supports digital education for families through the Better Internet for Kids strategy ⁽³⁾ (BIK+) by providing freely accessible resources and learning modules for parents and caregivers, covering topics such as online safety, gaming, and parental controls.

Through the EU funded BIK+ portal and the EU co-funded network of Safer Internet Centres in Member States, families can access guidance, practical tips, and localised training.

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

⁽¹⁾ Commission publishes guidelines on the protection of minors | Shaping Europe’s digital future <https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-protection-minors>.

⁽²⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services and amending Directive 2000/31/EC (Digital Services Act) <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R2065>.

⁽³⁾ Home — Better Internet for Kids <https://better-Internet-for-kids.europa.eu/en>.

Moreover, the Digital Education Action Plan ⁽⁴⁾ (2021-2027) focuses on strengthening digital skills and competences, including digital literacy.

In early 2026, the Commission will publish updated guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training with a focus on social media and influencers ⁽⁵⁾.

⁽⁴⁾ Digital Education Action Plan 2021-2027 — European Education Area <https://education.ec.europa.eu/focus-topics/digital-education/actions>.

⁽⁵⁾ Guidelines for teachers to foster digital literacy and tackle disinformation — European Education Area <https://education.ec.europa.eu/focus-topics/digital-education/action-plan/guidelines-for-teachers-to-foster-digital-literacy-and-tackle-disinformation> .