



just as they did from adults, and only about half implemented any additional protective measures.<sup>5</sup> This is yet another reason why I think Congress should move quickly to pass legislation to extend COPPA's protections to teenagers.

- Although most companies reported sharing users' personal information with third parties, **no company divulged to staff all third parties it shared personal data with; some claimed it was an impossible task** to identify all of the third parties who received data from them.<sup>6</sup>
- Companies that got certain data on their users from third parties appeared of what data they held on their users. In other words, as third-party data collection increased, privacy monitoring . Specifically, when companies obtain certain information (i.e., User Attributes data) via third parties, they were generally more capable of identifying the information collected. Whereas those companies that the same type of information (i.e., User Attributes data) from third parties were unable to fully account for all of the data in their possession. To me, this suggests that **the companies most willing to amass their users' private data seemed to be the least capable of protecting it.**<sup>7</sup>
- **Most companies had no "formal internal vetting and approval process" for third parties before they share personal data with them.** I believe this opens the door to future data breaches.<sup>8</sup>
- **People lacked any meaningful awareness or control of how data was used for AI-fueled systems.** This was especially true for data that these systems inferred, that was

