(1) CHILDREN'S RIGHTS IN THE CONTEXT OF EDTECH

Know Your Rights! Protecting Children in the Age of EdTech

These posters provide a quick summary of the rights that children have when using EdTech. Knowing these rights helps children and parents make sure EdTech supports children in their learning rather than harm them



Best Interests of the Child *(UNCRC Article 3(1))*

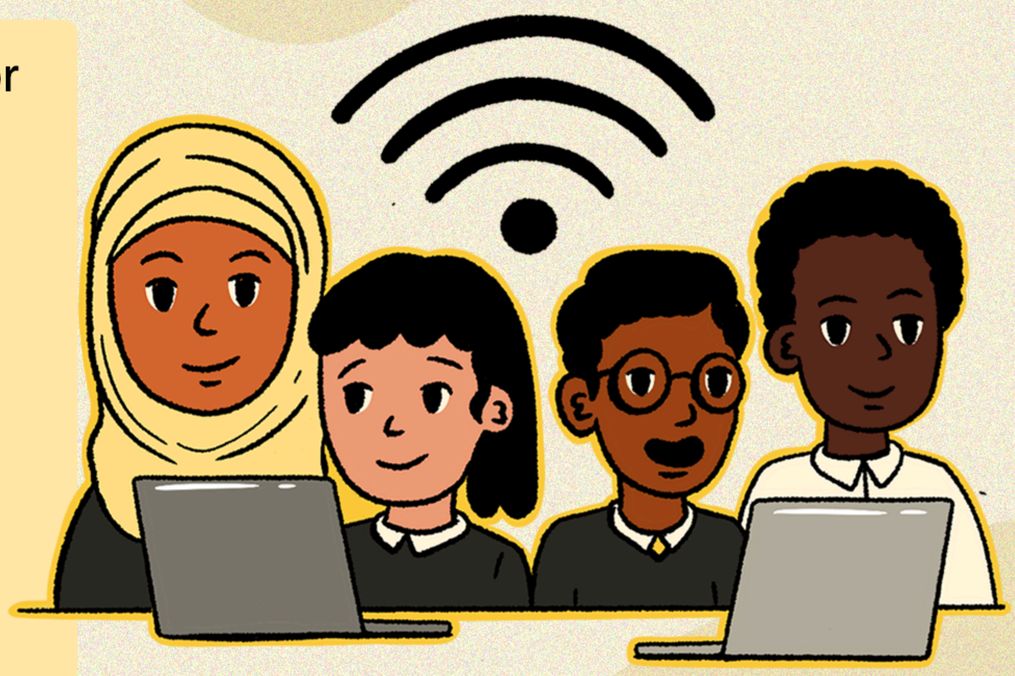
All decisions concerning the use of digital technologies in educational settings must prioritise the best interests of the child. This requires a comprehensive assessment of potential benefits and risks, ensuring that digital tools support learning, development, and wellbeing without infringing on privacy or exposing children to harm.

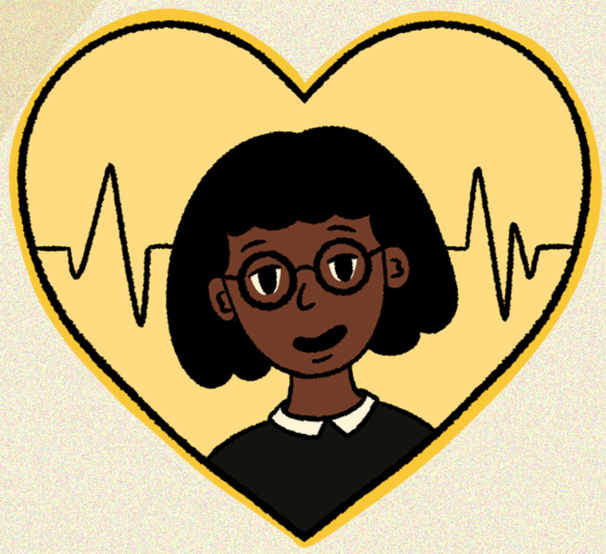
Protection from Discrimination *(UNCRC Article 2)*

All learners, including those from marginalised communities or facing socio-economic barriers, should have equal opportunities. Schools must take steps to address digital poverty and promote inclusion.

Under the **Equality Act 2010 and the Public Sector Equality Duty (PSED)**, educational institutions must: eliminate discrimination, advance equality and foster good relations

This includes making sure EdTech does not unfairly disadvantage learners with protected characteristics.



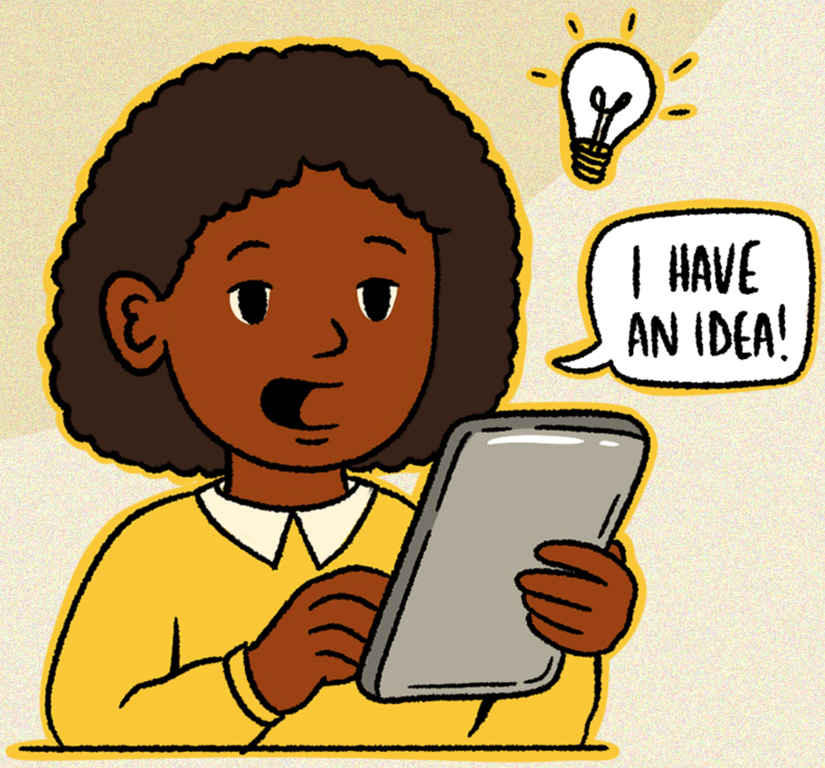


Right to Life, Survival, and Development *(UNCRC Article 6)*

The digital environment in educational settings must support children's right to holistic development. This includes:

- Fostering safe spaces for learning
- Protecting against risks such as exploitation, harassment, or the misuse of their data
- Protecting learners from potential long-term harms like profiling or discrimination

(2) CHILDREN'S RIGHTS IN THE CONTEXT OF EDTECH



Right to be Heard *(UNCRC Article 12)*

Children should have a say in how digital technology is used in their education and daily lives. Schools must listen to their views and involve them in decision-making. This requires clear, simple ways for children to give feedback and share their opinions.

Protection from Economic Exploitation *(UNCRC Article 32)*

Children must be protected from economic exploitation and harmful profiling in the digital environment. This includes stopping targeted ads, tracking, or profiling that could lead to discrimination. Schools must make sure EdTech companies use data responsibly and protect learners' long-term wellbeing and future opportunities.

Children's data should never be saved or reused in ways that could hurt them later e.g. like being judged unfairly by universities or employers.



Right to Privacy *(UNCRC Article 16)*

Children have the right to keep their personal information and family life private.

Schools and EdTech companies must use strong data protection methods like collecting only necessary data **(data minimisation)**, keeping it safe **(secure processing)** and clear privacy notices.

They must follow laws like **Age Appropriate Design Code (AADC)** that provide transparency which is key to helping parents and children to exercise their rights.

(3) CHILDREN'S RIGHTS IN THE CONTEXT OF EDTECH

Right to Freedom of Expression *(UNCRC Article 13)*

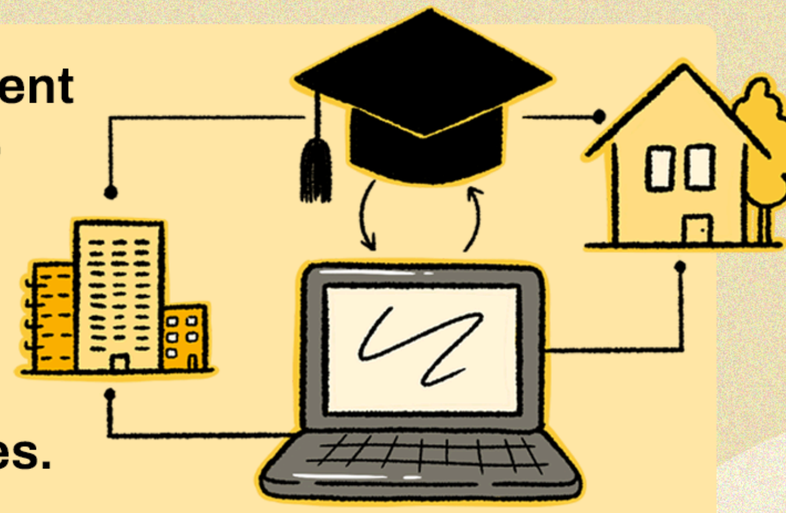
Children's right to freedom of expression includes their ability to seek, receive, and share information through digital platforms.

Schools must facilitate safe and supportive environments for children to express themselves, while balancing this with protections against harmful or inappropriate content.

Learners must have access to tools that encourage creativity, collaboration, and the sharing of ideas in a secure, age-appropriate manner.

Right to Education *(UNCRC Article 28)*

The digital environment must be designed to enhance the right to education, ensuring all children have access to quality learning opportunities.



Digital tools should be inclusive, equitable, and tailored to support individual learning needs, enabling every child to fulfil their potential.

Efforts must be made to address disparities caused by digital poverty and ensure resources are accessible to all learners, including those with disabilities or in remote areas.

Advertising must respect children's rights and avoid harmful practices

(General Comment No. 16 (2013) on State obligations regarding the impact of business on children's rights)

Businesses must:

- ensure their advertising does not exploit children's vulnerability or promote unhealthy behaviours
- prevent exposure to misleading, aggressive or inappropriate marketing
- protect children from manipulation, harmful stereotypes, and excessive commercial pressures.



Public procurement contracts must respect children's rights

General Comment No. 16 (2013) on State obligations regarding the impact of business on children's rights

When governments buy services from businesses (like EdTech companies) they must uphold and integrate children's rights throughout their operations.

This includes:

- Mandating due diligence to prevent harm
- Addressing risks such as child labour, discrimination, or exploitation
- Ensuring compliance with international human rights standards
- Monitor contractors' practices
- Provide remedies for violations to guarantee that public funds are used in ways that protect and promote the rights and wellbeing of all children