



COPPA 2.0 (S. 836, H.R. 6291)

The Children and Teens Online Privacy Protection Act (COPPA 2.0) would dramatically expand the age-range and scope of the Children’s Online Privacy Protection Act (COPPA, which restricts the collection of data on children 12 years of age or younger) to also cover teenagers aged 13-16, broaden covered entities and data types, and significantly restrict individual-specific advertising to minors (while exempting audience measurement).

The Senate passed S. 836 on March 5, 2026. H.R. 6291 passed the House Commerce, Manufacturing, and Trade Subcommittee on December 11, 2025.

The Insights Association, representing the insights, market research and analytics industry, endorsed the subcommittee-passed version of H.R. 6291 because of provisions:

- (1) providing strong federal preemption of state laws (instead of the Senate version, which set a floor and allowed conflicting state laws to continue if more restrictive, creating a nebulous and conflicting patchwork of protections for U.S. children and teens, and ill effects on competition and innovation); and
- (2) maintaining COPPA’s “actual knowledge” standard (rather than the Senate version’s “knowledge fairly implied on the basis of objective circumstances”).

IA’s endorsement noted that H.R. 6291 “would add manageable compliance burdens for the insights industry while cementing significantly-improved data privacy protections for younger consumers.”

An amended version of H.R. 6291, which was pulled from full committee consideration on March 5, made two key changes opposed by IA:

1. It eliminated the preemption provisions; and
2. The expansion of COPPA to teens requires parental consent for teens instead of consent directly from the teens themselves.

The Insights Association’s position on COPPA 2.0:

1. **The original H.R. 6291’s preemption of state laws** would avoid a nebulous and conflicting patchwork of protections for children and teens, and impairing competition. IA supports a uniform national standard with strong protections for data collected from children and teens online, and legal certainty for insights providers.
2. **H.R. 6291’s actual knowledge standard** would require entities to comply with obligations when they directly receive information that indicates a minor’s age, in line with decades of COPPA enforcement clarity. It would also avoid requiring most businesses to collect more consumer data than necessary (for age verification) and avoid making most platforms liable (instead of just those targeting minors and who know they are attracting minors).
3. **S. 836’s and the original H.R. 6291’s requirement for consent from teens directly**, instead of teens’ parents, respects their growing autonomy, aligns with state and international frameworks, and avoids a more expansive parental consent infrastructure.