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February 28, 2025

The Honorable Evan Vickers
Suite 320, State Capitol, 350 North State Street
Salt Lake City, UT 84114

The Utah Senate Business and Labor Standing Committee
Suite 320, State Capitol, 350 North State Street
Salt Lake City, UT 84114

Dear Chairman Vickers and Members of the Senate Business and Labor Committee,

I write to you today on behalf of YouTube to express our support for HB 322 as amended.

At YouTube, we are committed to providing an open and secure video platform where anyone can upload a video and share it with the world. As part of this commitment, one of our top priorities is keeping families safe on YouTube. We continue to invest heavily in this area to ensure our platform remains a safe and enriching space for kids and teens.

It's clear that this committee and the bill sponsor are also invested in protecting the safety of kids who are featured on monetized, parent-owned accounts. We appreciate the approach taken in HB 322 as amended, which achieves the goal of enhanced protections for these kids and teens in a balanced and thoughtful way.

The nature of children's economic contributions continues to grow and change over time. While all states have child labor laws, in general they are not broadly applicable to children who create entertainment. Even in the states where such protections exist, they usually apply to children participating in traditional film, television, and music projects. As the creator economy continues to grow and thrive, playing an increasingly important role in the media landscape, policymakers should continue to look for ways to protect and foster creators of all kinds, especially in light of the increase in families creating monetized content together.

Further, with content creation that includes depictions of kids, it's important to be cognizant of privacy concerns that may arise as a result. We appreciate that this bill includes reasonable provisions to allow individuals a greater degree of control over depictions of themselves when they were minors.

There have been differing approaches to tackling this topic across a number of states. We believe HB 322, as amended, takes a balanced approach that protects the financial interests of kids and teens participating in online content creation with their families, while providing flexibility to these small, family-owned businesses by allowing them to reinvest in their own production quality and business operations in ways that benefit everyone involved in creating the content.

I appreciate this committee for having this important conversation, and thank the sponsor, Representative Owens, for bringing constructive solutions forward with this bill.

Sincerely,

A handwritten signature in black ink, appearing to read 'ANV' followed by a stylized flourish.

Alexandra N. Veitch
Director, YouTube Government Affairs and Public Policy