



Consultation Response: Protecting children from online harms
The LEGO Group

At the LEGO Group, children are our role models, and our mission is to “inspire and develop the builders of tomorrow”. We understand that through our play experiences – both offline and online – we have an impact on the lives of the millions of children we engage with around the world. As such, we have a clear responsibility to ensure that wherever we engage with them, the impact is positive, we protect and uphold their rights, and promote their well-being. At the LEGO Group we have long supported the Online Safety Act and as such strongly welcome the opportunity to input our views to Ofcom’s Consultation on protecting children online.

Broadly we welcome the approach set out in the Consultation. Our comments below reflect where we consider it would be helpful for Ofcom to provide further clarity or guidance on proposals.

The LEGO Group believes that to be effective in keeping children safe online, and in ensuring children’s right to participate in the online environment is upheld, it is essential that regulators consider a proportionate approach. This requires a consideration of the overall risk profile of a service, taking into account both the risk of harm that the platform’s services may present as well as the respective mitigation features in place to prevent, detect and remove the risk of harm. We welcome Ofcom’s efforts to foster such an approach in its enforcement of the Online Safety Act, as well as in its dialogues and collaboration with other jurisdictions in a global effort to keep children safe online.

Volume 2: Identifying the services children are using

The LEGO Group agrees with the proposed approach in relation to age assurance and the definition of what would be considered ‘highly effective’ age assurance.

We appreciate there is a delicate balance to be struck regarding how prescriptive Ofcom’s guidance can and should be. Two areas where we feel additional detail in the guidance could be useful are, firstly, in relation to the definition as to what is meant by a ‘significant number’ of children in the context of determining whether the child user condition is met. Secondly in relation to the volume of priority content on a platform that would result in it being considered a high-risk platform. Whilst we are conscious that there are constraints on the guidance being definitive, we would welcome Ofcom’s further consideration as to what additional guidance may be possible on these two aspects.

Volume 3: The causes and impacts of online harm to children

The LEGO Group supports the approach set out in this section. We welcome Ofcom’s aim to gather further evidence in relation to non-designated content where we feel additional detail and guidance would be beneficial given the categories here are very broad and consequently difficult to govern.



Volume 4: Assessing the risks of harm to children online

We support the proposed governance measures included in the Children’s Safety Code. In relation to the requirement to name a person accountable to the most senior governance body for compliance with children’s duties, our interpretation of the consultation is that the requirement will be for this to be a named (natural) person. In our view there may be value in this being ‘a role’ that might be fulfilled by multiple people, rather than a single person. In our experience this approach allows an organisation to establish a way of working that is tied to a process rather than an individual, doing so helps provide better continuity and mitigates the risk of delays in the event that the named person accountable changes role or leaves the organisation. Finally, it is not clear from the guidance how the contact details for this person(s) should be communicated to Ofcom given they will presumably be the main point of contact for Ofcom in its role as regulator for the Online Safety Act and we would welcome clarity on this.

Volume 5 – What should services do to mitigate the risk of online harms

We have no detailed comments in relation to this section and broadly agree with the approaches outlined.

Consultation title	Consultation: Protecting children from harms online
Organisation name	The LEGO Group