

May 21, 2025

Mr. Sundar Pichai  
Chief Executive Officer Google, Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

Re: Suspending Gemini Rollout Due to the AI Chatbot's Unaddressed, Significant Risks to Young Children

Dear Mr. Pichai,

Once again, it appears that Google is exposing children to significant online safety and privacy risks in its race to promote its latest product. This month, Google [announced](#) it would roll out a version of its Gemini chatbot for users under 13 years old. Google should reverse that decision. AI chatbots cause a litany of well-documented harms, from stunting social development to endangering online safety and privacy. These harms are particularly acute for young children. Google's announcement flies in the face of privacy and online safety laws including the Children's Online Privacy Protection Act<sup>1</sup> and other state design code statutes. As a coalition of consumer advocates and children's online privacy and safety experts, we write to ask Google to halt its rollout of the Gemini chatbot to children under 13.

AI chatbots and [other generative AI products](#) pose heightened risks to young children. Children have [difficulty understanding the difference](#) between an AI chatbot and a human, and AI chatbots can [easily trick a child into trusting it](#).<sup>2</sup> AI systems, like Gemini, expose young children especially vulnerable to misinformation and manipulation. There are similar, [serious risks](#) to children's mental health and social development,<sup>3</sup> as young users may develop a psychological dependence or rely on AI chatbots for untrustworthy information, parasocial companionship, or emotional support. Finally, although Google claims that children's data [would not be used](#) to train its AI, serious data protection and user privacy concerns persist. For example, Google has not identified additional safeguards to ensure that it would not misuse data collected through Gemini for other internal purposes or share it with third parties.

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<sup>1</sup> 16 C.F.R. § 312.4 (Offering Gemini to children likely constitutes a "material change in the collection, use, or disclosure practices to which the parent has consented," under §312.4 of the COPPA Rule, requiring Google to comply with additional notice and consent requirements under the law.).

<sup>2</sup> Young children, beginning around age 3 through [elementary school](#), [are incredibly credulous, or highly trusting](#), especially when it comes to things they hear from others (called "interpersonal trust"). Though Google's [Family Guide to AI](#) warns that, "AI can make mistakes; put on your thinking cap!... You should always double-check if what AI tells you is right." This is a developmentally inappropriate demand on young kids with potentially harmful consequences.

<sup>3</sup> When researchers looked at how children 3-10 years old interact with internet-connected toys like AI chat bots, [they found that they were likely to treat them like a person](#). [Another study](#) "observed that... young children...attributed human-like qualities to the devices and developed an emotional attachment to them." This emotional attachment can disturb or, in extreme cases, displace essential real-life interactions, and can be detrimental to children's healthy social-emotional development.

Gemini system itself echoes these concerns. [When asked](#) if it posed risks to children's privacy and safety, it identified many of the above-listed harms. However, the Google announcement disclaimed any responsibility to mitigate these harms or implement safeguards around its own product. Instead, Google unfairly shifts all responsibility onto parents, [recommending](#) that parents teach their children how to fact-check Gemini's answers, remind their children that Gemini isn't human, and instruct their children not to disclose sensitive personal information to the AI chatbot. While parental involvement is a key component of children's online safety, the companies creating and financially benefitting from these highly complex systems are the ones who best understand their products and are in the best position to take meaningful action on safety, fitness, and compliance with legal obligations. If Google wants to market its products to children, it is Google's responsibility to ensure that the product is safe and developmentally appropriate for those children, which it has not done.

Given the substantial harm that AI chatbots like Gemini pose to children, and the absence of evidence that these products are safe for children, Google must suspend its rollout of Gemini for young children under 13.

Sincerely,

**Organizations:**

Electronic Privacy Information Center (EPIC)  
Fairplay

Africa Digital Rights Hub LBG  
AFT  
Alana Institute  
Alexander Neville Foundation  
Alternative Solutions  
ANEW Life International, Inc  
Anxiety and Depression Association of America  
Becca Schmill Foundation  
Better Screen Time  
Better Tech Project  
Center for Digital Democracy  
Center for Online Safety  
Centre for Media, Technology, and Democracy  
Check My Ads  
Child Online Africa (COA)  
Clinical Social Work Association  
Consumer Action  
Consumer Federation of California  
Corporación Colombiana de Padres y Madres - Red PaPaz  
David's Legacy Foundation  
Defending the Early years  
Depression and Bipolar Support Alliance (DBSA)

Design It For Us  
Devin J Norring Foundation  
Early Childhood Work Group, Fairplay's Screen Time Action Network  
Eating Disorder Coalition of Iowa  
Eating Disorders Coalition for Research, Policy, & Action  
EDGE Consulting Partners  
Educate and Empower Kids  
Enough Is Enough  
Erik's Cause  
Farrington Specialty Centers  
Global Action Plan  
Grace McComas Memorial  
Internet Safety Labs  
IPA-Canada  
Jewish Family and Children's Services (SF Bay Area)  
LiveMore ScreenLess  
Lookup.live  
Lynn's Warriors  
Maternal Mental Health Leadership Alliance  
Matthew E. Minor Awareness Foundation  
Media Monitoring Africa  
Mental Health Association of South Mississippi  
National Federation of Families  
Parents Television and Media Council  
Parents Who Fight  
ParentsSOS  
ParentsTogether Action  
Paving the Way Foundation  
Peace Educators Allied for Children Everywhere (PEACE)  
Protect Young Eyes  
Raising Awareness About Digital Dangers (raadd.)  
Realized Potential Inc  
REDC Consortium  
SAVE-Suicide Awareness Voices of Education  
Strategic Training Initiative for the Prevention of Eating Disorders  
Tech Transparency Project  
The Anxious Generation Campaign  
The Multi Service Eating Disorders Association Inc  
The Tech Oversight Project  
Truce  
Turning Life On  
U.S. Public Interest Research Group (PIRG)  
UltraViolet  
United Church of Christ Media Justice Ministry  
VSAK  
Washington Nature Preschool Association (WaNPA)

WealthManagementMinistries-Prevention Works Joint Task Force and Coalition  
Wired Human  
WithAll  
Yellowstone Human Trafficking Task Force

**Individuals:**

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