

# Keeping Young Users Safe Online

From 1 April 2026, designated app stores in Singapore are required to implement age assurance measures to prevent users younger than 18 from accessing and downloading age-inappropriate apps.

## How Does It Work?

## How Is Our Data Protected?

## Why Do Age Checks Matter?

Young users, especially those under 18, are vulnerable to harmful and age-inappropriate content online. That's why the Code of Practice for Online Safety requires designated App Distribution Services (ADSs) to put in place age assurance measures. Such measures are intended to determine whether users on their platforms are below 18, and if so, to protect them by ensuring that they are restricted from accessing and downloading age-inappropriate apps based on age ratings set by the designated ADSs.

## How Does It Work?

Designated app stores, including the Apple App Store, Google Play Store, Huawei AppGallery, Microsoft Store, and Samsung Galaxy Store, may use different methods to determine whether you are under or over 18. These are designed to be easy and straightforward while reliably protecting young users from inappropriate apps.

### Three Kinds of Age Checks



#### Age Verification

An app store may check your date of birth by asking for official documentation, such as your Singpass, ID card, or passport.



#### Age Estimation

An app store may use a simple face or voice analysis with AI to estimate your age range.



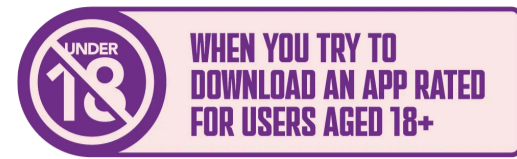
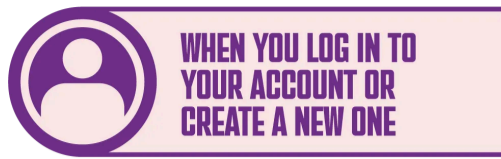
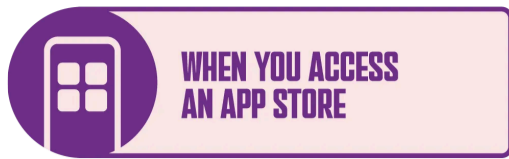
#### Age Inference

An app store may check things like your account history and usage patterns, including whether or not you own a credit card.

### When might I encounter these checks?



Different app stores may ask at different points for an age check:



## Your Data Is Protected

Personal data is used in age checks only to determine whether you are under or over 18.

### Why You Can Feel Assured

**Governed by the PDPA.** App stores must follow Singapore's Personal Data Protection Act when handling your personal data.

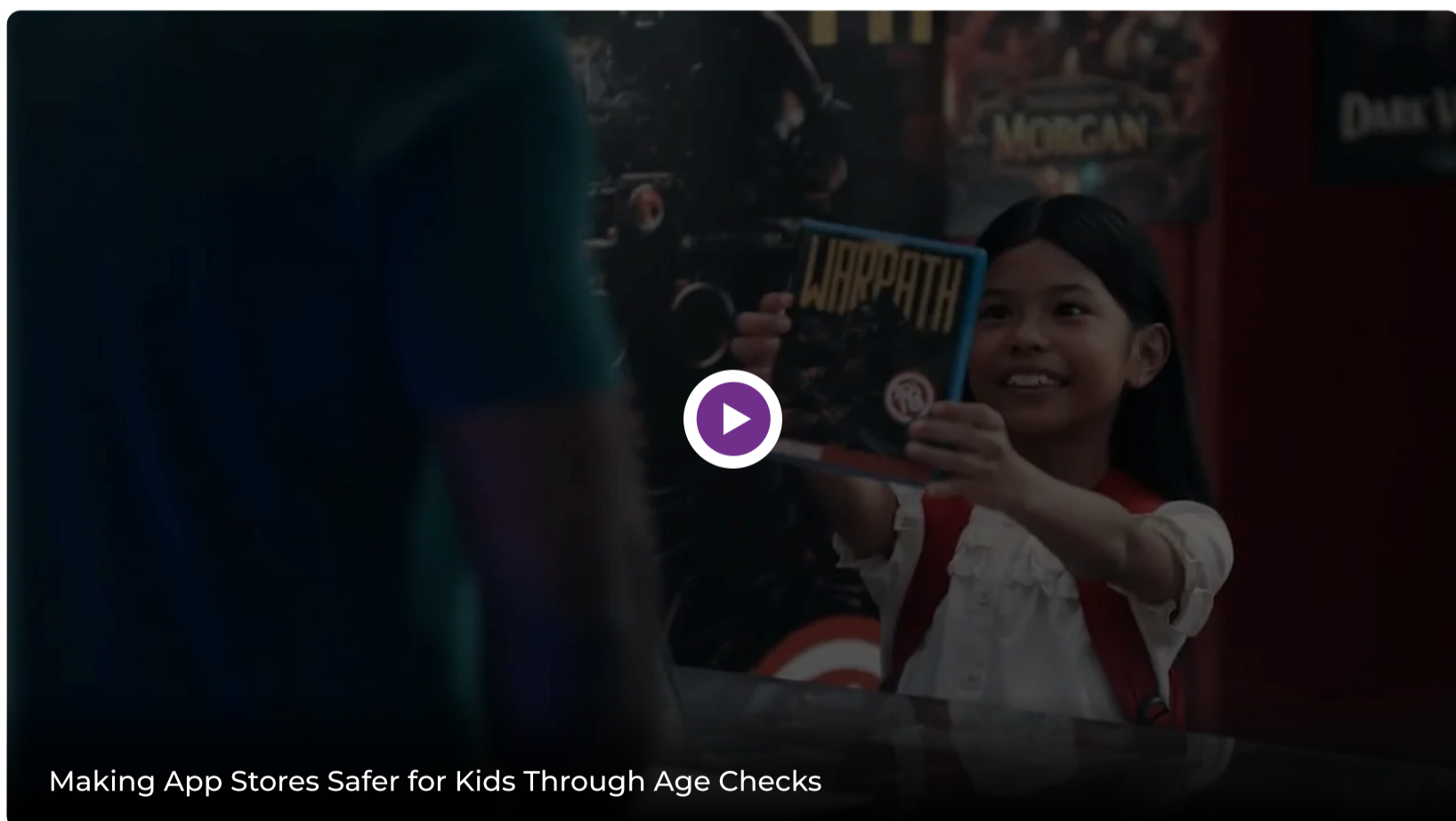
**Clear consent and notification.** App stores must inform you why they need your data and get your consent where required before collecting, using, or disclosing it.

**No excessive data collected.** App stores must not collect excessive data not required for age checks.

**No other uses.** Data collected for age checks cannot be used for other purposes without your consent, except where the law requires or allows it.

## Why Do Age Checks Matter?

Age checks are already a familiar part of everyday life. Whether it's age ratings on films, limits on the purchase of alcohol, or entry requirements at certain venues, existing safeguards protect children from inappropriate experiences.



Making App Stores Safer for Kids Through Age Checks

As everyone spends more time online, digital platforms have become just as much a part of daily life as physical spaces. But unlike the real world, these environments have not always had clear safeguards in place to protect young users.

Age assurance measures help bridge that gap, bringing the same kinds of robust protections online, so that everyone can enjoy digital services safely while reducing their



exposure to age-inappropriate content.

# TOGETHER, WE CAN KEEP YOUNG USERS SAFE.

Online safety is a shared effort. Parents, educators, industry, and government all have a role to play in creating safer digital environments.

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PROGRAMME +1

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