

## TOPIC BRIEF:

# DIGITAL WELLNESS IN YOUTH-ORIENTED CONTENT

### Topic Summary

Our digital wellness policies and practices are designed to support the well-being of children and youth online. We look to the Convention on the Rights of the Child, the subsequent General Comment No. 25 on children's rights in relation to the digital environment, the Children's Rights and Business Principles, and our own [Human Rights Policy](#) as key resources in understanding and respecting children's rights.

We recognize the promise of technology for children's development and connection online. We believe the digital world should be a safe and positive space for kids and families to engage, learn, explore, and express themselves. We distribute content across multiple channels, including our own digital offerings which are primarily streaming services. We strive to produce positive, respectful, high-quality content and experiences designed for audiences of all ages, including families.

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### SAFETY-BY-DESIGN

We take a safety-by-design approach, maintaining a range of practices to promote safety within our digital experiences. We assess and evaluate potential impacts in our digital offerings and seek to mitigate potential adverse impacts on children's safety, wellness, and development, including through our focus on age-appropriate content, responsible marketing guidelines, compliance with privacy requirements, and parental controls. For example, our streaming platforms, Disney+ and Hulu, provide parents and caregivers with tools to manage their family's engagement with our content and adapt the viewing experience for younger family members by taking into account not only their age but their overall maturity.

### DISNEY+

Disney+ is our flagship digital content offering and contains parental control features to help parents and caregivers choose the experience that's right for their families. This includes readily accessible content ratings as well as the ability to create profiles that can be tailored to provide a curated set of content appropriate for the profile user. In addition, subscribers can establish a PIN to control profile access.

To learn more about the parental controls on Disney+, select one of the options below:

- [Content Ratings](#)
- [Junior Mode](#)
- [Profile PIN](#)
- [Profile creation restriction](#)

We also provide clearly marked maturity [ratings](#) and [content warning labels](#) to help parents and caregivers select appropriate content for their families.

## **DIGITAL WELLNESS GRANT PROGRAM**

Through our [Digital Wellness Grant Program](#), we invest in organizations that promote digital citizenship and the safe, responsible use of technology. We provide funding to nonprofits and intergovernmental organizations working to educate children, parents, caregivers, and educators around the world about digital citizenship and the positive, safe, and responsible use of technology. We have supported comprehensive digital wellness educational programs, including peer-to-peer trainings, youth advisory councils, film competitions on online safety, awareness-raising campaigns, educator trainings, and the development of resources and workshops to promote mindful digital use and online safety. Through our digital wellness grants, we support programs that provide children and youth with 21st century digital skills and competencies to make sound choices and express themselves in the online environment safely and responsibly. We also support youth advisory councils and youth-led initiatives to help give children and youth a voice in the digital environment.

## **RELATIONSHIPS WITH CHILD WELL-BEING ORGANIZATIONS**

In addition to employing a safety-by-design approach in our own digital offerings and supporting a number of NGOs and intergovernmental agencies working on digital wellness and child safety all over the world, we are also members of industry coalitions and multi-stakeholder initiatives that focus on promoting awareness of online safety and digital wellness. Experts involved in these organizations help to provide key insights and support for advancing our digital wellness efforts.

- [EQUALS Global Partnership](#)
- [Family Online Safety Institute \(FOSI\)](#)
- [fragFINN](#)
- ITU's [Child Online Protection \(COP\)](#)
- ITU's [Partner2Connect Digital Coalition](#)
- ITU's [Protection through Online Participation \(POP\)](#)

## Governance

Cross disciplinary teams in child safety, public policy, privacy, legal, communications, technology, and product development and operations collaborate to evaluate new use cases that may impact digital wellness. Our digital wellness efforts are guided by our Standards of Business Conduct, Human Rights Policy, Privacy Policy, and various marketing and advertising protocols. In addition, digital wellness topics are included in sustainability and social impact programs and reporting and human rights reporting to the Governance and Nominating Committee of Disney's Board of Directors, as appropriate.

## Additional Disney Resources

[Standards of Business Conduct](#)

[Human Rights Policy](#)

[Privacy Policy](#)

[Disney+ Parental Controls Page](#)

[Parental Controls on Hulu](#)

## External Resources

For more resources on child online safety and digital wellness, we encourage families to visit:

[Childnet: Resources](#)

[Digital Wellness Lab at Boston Children's Hospital: Family Digital Wellness Guide](#)

[Family Online Safety Institute: Good Digital Parenting](#)