



Quit Clicking Kids — <https://quitclickingkids.com>

Please make sure that you have filled in all of the blanks (denoted by “XXX”) before sending an email!

Washington State:

Dear XXX,

[Use this space to introduce yourself, why you are interested in this issue, and why you think they might be interested.] **Please consider supporting [HB 1627](#) in the current legislative session.**

Why is HB 1627 Necessary?

Picture this: a family is gathered for a holiday. Someone is holding a camera, and everyone laughs and waves. Years later, they gather and watch the video that documents their happiness. The children in the family have grown, and while they may be embarrassed at their younger selves, the event stays in the family. That was then.

Now, imagine a similar family— similar, but not the same. This family is gathered for a holiday too, but this time someone pulls out a smartphone. This time, the children who may embarrass themselves in the future must live with antics that will be recorded, shared, and may **live forever**. Their parents then use these antics as clickbait to generate intrigue and revenue for their monetized family channel. These accounts are known as family vlogging accounts, and they **diminish children’s privacy while using private moments as clickbait**. Some accounts, like DaddyOFive even record and monetize videos in which the parents encourage their kids to **attack each other** as a “prank”. The Ace Family **monetized one of their children being born**— introducing a child to this world who will grow up in front of a camera, lose the privacy of childhood, and generate revenue for their family without a guarantee of financial compensation.

What does HB 1627 Entail?

HB 1627 is a bill tailored specifically to prevent this type of monetization. HB 1627 states that family vlogging accounts that generate revenue equal to or greater than \$0.10 per view from their account **and** at least 30% of the vlogger’s content produced within a 30-day period features their kids **must set aside a certain percentage of the money generated from those videos for the children featured in escrow**. The bill requires both thresholds to be met to ensure that smaller, non-monetized family accounts or accounts that only occasionally feature children will not be subject to this legislation. The bill also protects minors’ privacy by **allowing them to request the deletion of a video they are in once they reach the age of majority**.

Thank you for your consideration. I look forward to seeing this bill become law.

Sincerely,
[Your Signature]

