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Council of the European Union
General Secretariat

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AUDIO

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INFORMATION

From:	General Secretariat of the Council
To:	Audiovisual and Media Working Party

Subject:	Protecting Minors from Internet Addiction. Greece's National Strategy and European Priorities - Presentation by the Greek delegation

Delegations will find attached the presentation by the Greek delegation for the meeting of the Audiovisual and Media Working Party on 16 April 2025.

HELLENIC REPUBLIC
Ministry of Digital Governance

Protecting Minors from Internet Addiction
Greece's National Strategy and European Priorities

Holistic Approach

1 **Awareness Campaign**
Targeted campaigns to inform
minors & parents about the dangers of addiction

2 **New Tools**
Technology as a means to protect
minors online

3 **Regularly Proposals**
Configuration of a National and European
legal framework that protects minors from
internet addiction
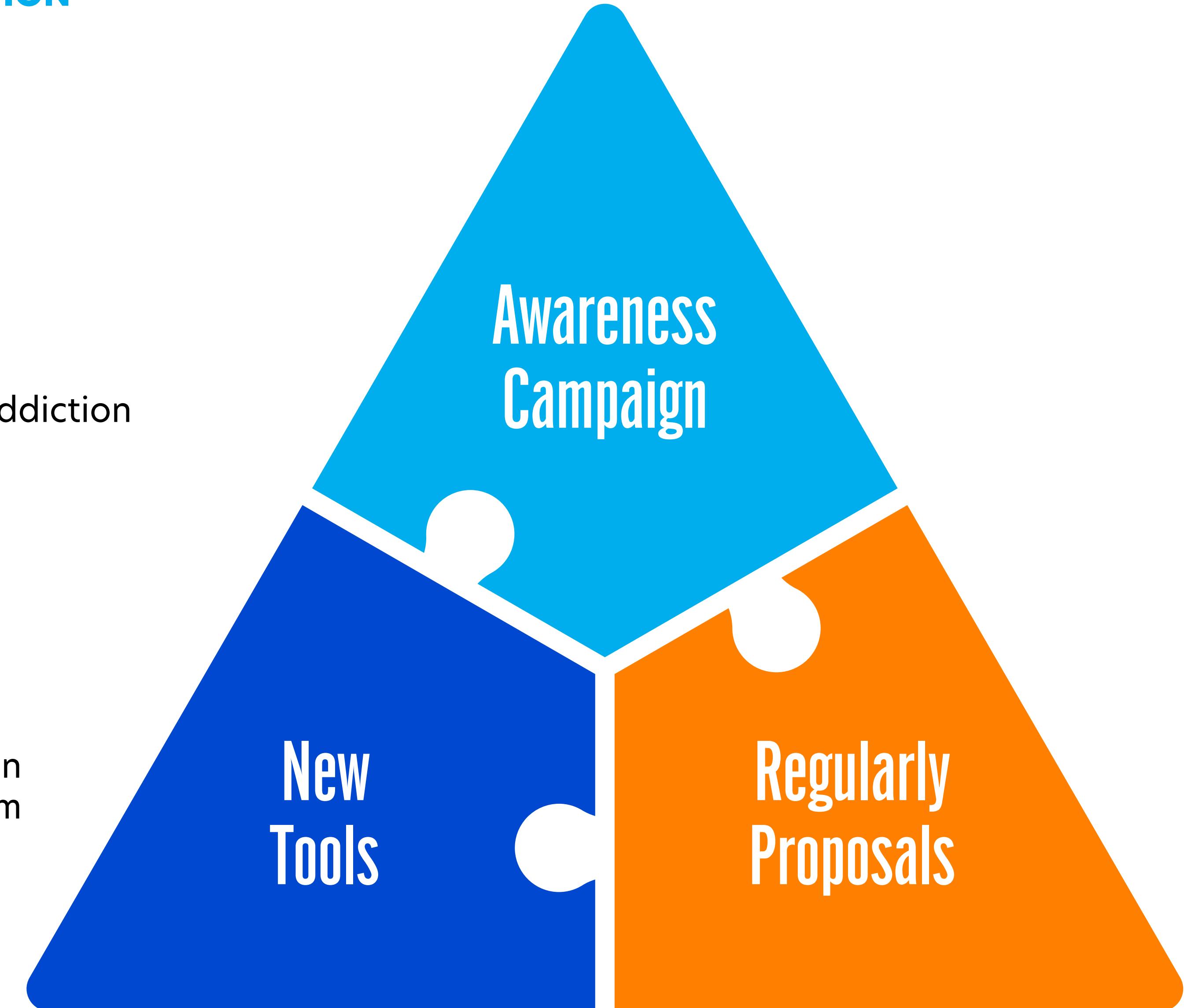
Awareness
Campaign

New
Tools

Regularly
Proposals

Awareness Campaign

Parco.gov.gr is an online platform that provides clear, step-by-step guidance for parents on how to activate built-in parental controls and access existing digital safety tools.

Additionally, it offers information on what parental control is and the features it provides.
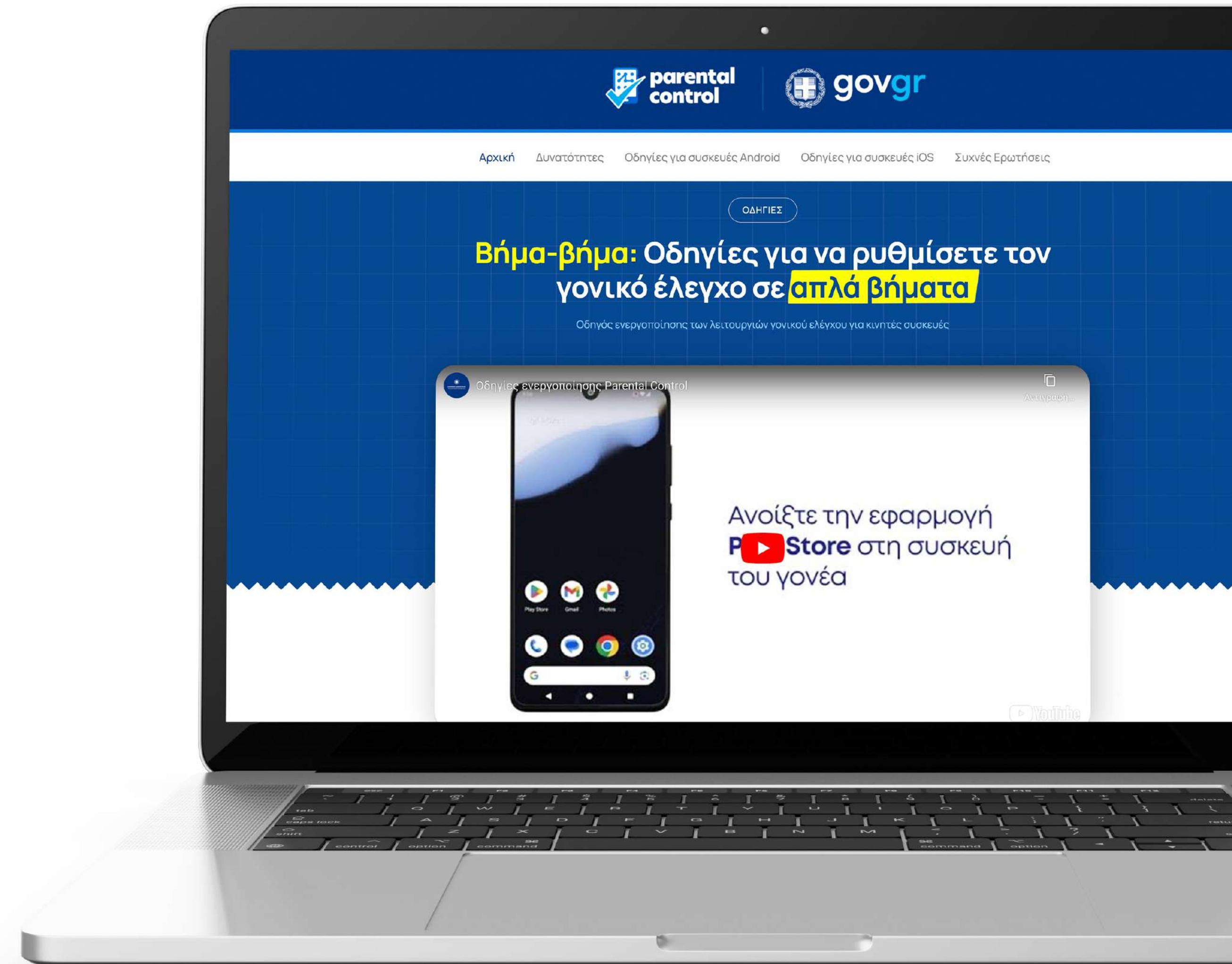
Overview

The Kids Wallet is a smartphone application that provides:

▶ **The ability to verify the user's age**

▶ **Parental control features**

The goal of Kids Wallet is to serve as a nationwide age verification tool and to help parents utilize parental control tools to combat digital addiction among minors.

Digital ID

To access the application, the parent or legal guardian logs in using their personal TaxisNet credentials (the national authentication method for digital services in Greece).

They then select the child who will use the device from a list generated through interoperability with the Greek Civil Registry. This allows the application and the device to determine the child's **actual age based on their date of birth**.

The child's **ID card and passport** are instantly available and accessible through the application, allowing the presentation of the identification document via **QR code** in case of an age verification check. Third-party applications can retrieve the child's age via **API**, provided that consent has been granted.

Parental Control

The Kids Wallet app offers parental control tools and smart solutions for children's digital safety.

Parents can create new parental control schedules or use predefined ones, such as "School Time," which disables all mobile apps except SMS and calls.

When setting up custom schedules, they can:

▶ Select which apps their children can use
▶ Set time limits for app usage
▶ Block specific apps

Additionally, the app usage reports feature allows parents to monitor statistics and make informed decisions about the parental control settings they have implemented.
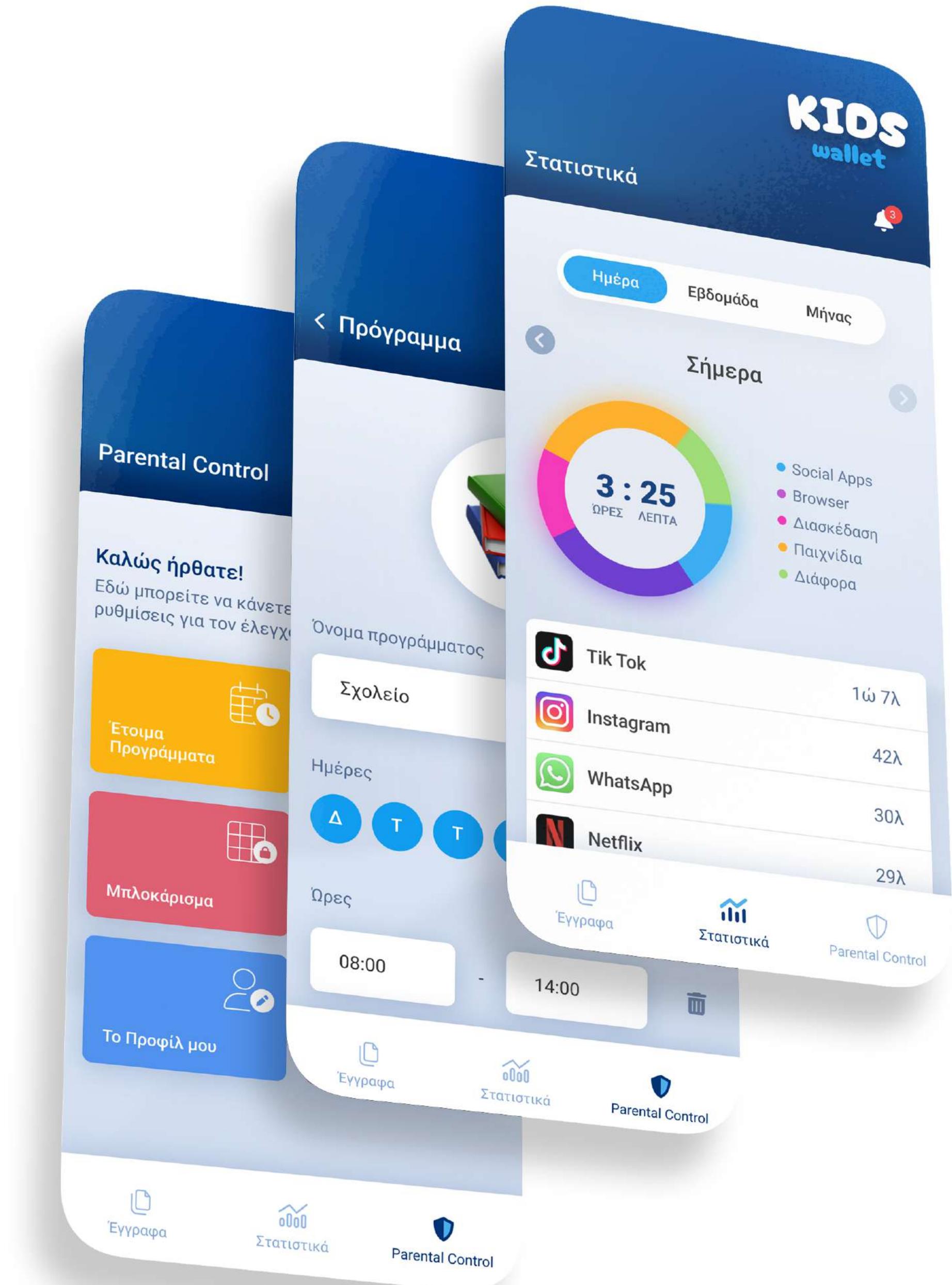
Regulations

Assessing the Gaps and strengthening EU
Regulations to Combat Internet Addiction in Children

- ▶ Artificial Intelligence Act – Regulation (EU) 2024/1689

- ▶ Regulation (EU) 2024/1183 on European Digital Identity (EUDI)

- ▶ Regulation (EU) 2022/2065 – Digital Services Act (DSA)

- ▶ Regulation (EU) 2023/988 on General Product Safety

- ▶ Regulation (EU) 2023/2854 – Data Act

- ▶ General Data Protection Regulation (EU) 2016/679 (GDPR)

- ▶ Directive 2010/13/EU on Audiovisual Media Services (AVMSD)

- ▶ European Strategy for a Better Internet for Kids (BIK+)

What we've done

▶ **Article 28: Online Protection of Minors**
Recital 71: "Providers of online platforms used by minors should take appropriate and proportionate measures to protect minors, for example by designing their online interfaces or parts thereof with the highest level of privacy, safety and security for minors by default where appropriate or adopting standards for protection of minors, or participating in codes of conduct for protecting minors."

▶ **Article 34: Risk assessment & Systemic Risks**
Recital 81&83:"Providers of very large online platforms and search engines must assess risks to children's rights, including how easily minors understand the service and their exposure to harmful content. Risks may stem from interface designs that exploit minors' inexperience or encourage addictive behavior."

Gaps identified

▶ The lack of proper & widespread age-verification mechanisms that are enforced
▶ The enactment of regulation that sets technical standards for non-addictive interfaces in platforms by design as well as limits the irresponsible use of social media.

Greece's proposals at the EU level

▶ **A European "Digital Majority Age" set at 15**, requiring explicit parental consent for social media use by minors below this age.

▶ **Mandatory built-in parental control software** on all internet-enabled devices sold within the European market.

▶ **Technical standards for Very Large Online Platforms (VLOPs)** to enforce child-friendly design by default, minimizing addictive features such as pop-ups, excessive profile personalization, and autoplay functionalities.

▶ **The recognition of new digital rights for children**, ensuring their protection in the evolving digital landscape.

New Digital rights for minors

➤ **Right Not to Be Tracked -** This right consists of prohibiting tracking and manipulation practices that create user profiles in violation of data privacy. It also includes restrictions on targeted advertising and exposure to content that manipulates users.

➤ **Right to Meaningful Personalization -** The right to meaningful personalization is defined as the provision of content that genuinely corresponds to children's actual needs and age, without encouraging addictive or compulsive use. Personalized content should be based on transparent criteria and promote education, entertainment, and children's mental well-being.

➤ **Right to Know One's Digital Identity -** The right to know one's digital identity ensures that children can access the data that define their online persona and have direct control over the automated updating of this data, including the ability to delete any information they do not wish to retain.

➤ **Right to Fairness by Design -** The right to fairness by design imposes an obligation on providers to create digital services that do not exploit children's cognitive and emotional vulnerabilities. Fair design includes banning addictive features in digital services.

Next Steps

Building a digital alliance to protect minors from Internet addiction

Working closely with the commission and member states to advance the strategy

An **open invitation** to the private sector, civil society & relevant parties to advance the conversation

Thank you!

Scan to download
National Strategy