



We are calling on the Government to prioritise these five key steps:

- *To enact or amend legislation or make regulatory rules that will:*
 - *prohibit the sale, supply and marketing of unrestricted smartphones and smartphone applications to all children until they reach the end of Secondary School Key Stage 4 (with a presumptive onus on suppliers and manufacturers to verify age)*
 - *limit (by licensing or other means) the sale, supply and marketing to children of restricted smartphones and restricted smartphone applications to those which meet narrowly-drawn child safety and appropriateness conditions, in particular in relation to addictive features, and kitemarked for that purpose by the Children's Commissioner*
 - *mandate that prominent tobacco-style health warnings about excessive screen time and the addictive nature of devices be displayed on new smartphone packaging and in smartphone-related advertisements, to increase parental awareness of the harms of smartphone use by children, and by adults in the presence of children*
 - *legally prohibit smartphone use by adults and children in schools and early-years settings (to replace advisory guidance); complementary education on addictive smartphone behaviour, mental health risks, and the merits of child/teen-appropriate alternatives should be included in the online safety curriculum*

- *To establish a Government or industry-funded campaign to raise awareness among parents and children of the risk of harms from excessive screen time and addictive behaviours associated with smartphone use*

- *To encourage and allow for the fast-tracking of relevant regulatory approvals and Children's Commissioner kitemarking for new KS4-appropriate 'restricted smartphone' products to facilitate rapid availability of child-appropriate products for the UK market*
- *To establish a Government-supported scheme to incentivise parents to exchange their children's pre-owned and 'hand down' smartphones for kitemarked KS4-appropriate 'restricted smartphone' products*
- *To legislate for the sale and supply of kitemarked KS4-appropriate restricted smartphone products to be zero-rated for VAT*