



INDUSTRY TOOLKIT ON  
CHILDREN'S RIGHTS AND  
DIGITAL MARKETING

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for every child

# Frequently *Asked Questions*

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# 1 What is the purpose of this toolkit?

This toolkit is designed as a step-by-step guide for brands, agencies, ad-tech providers and platforms to:

**1 Understand** | impacts on children associated with digital marketing activities;

**2 Assess** | where they currently stand in their practice; and

**3 Act** | to align with international child rights standards and guidance.

# 2 What is this toolkit not?

While this toolkit draws on research, including a review of 48 relevant regulations from a variety of jurisdictions, it is not a legal compliance or auditing tool.

Key areas of law, such as data protection, consumer rights, labour law, and audiovisual media regulation, play a critical role in responsible digital marketing to children. For accessibility, this toolkit highlights only selected aspects. The aim is to provide a focused overview that supports a child rights due diligence approach, rather than to provide a comprehensive legal or regulatory guide.

# 3 Who is this toolkit for?

This toolkit is designed for private sector actors involved in digital marketing activities and related monetisation strategies. Targeted action-oriented tools in Step 3 – Act are specifically designed for brands, agencies, ad-tech providers, and platforms.

If a company falls within multiple actor categories, separate guides may be consulted. All guides are intended to be complimentary and can be shared with stakeholders in relevant business networks.



## 4 Which functions should pick up this toolkit within the company?

Given the diverse and unique governance structures of companies, this toolkit can be picked up by a range of different functions. Functions that may be best suited to complete the self-assessment may include human rights, ESG, legal, brand safety, or marketing.

Acting on the corresponding recommendations in the individual actor guides will involve consulting different teams and functions within the company as well as conducting desk-based research. If a company consists of several subsidiaries, the toolkit may be used both at headquarter/group level as well as at subsidiary levels.

## 5 We only use contextual advertising. Is this toolkit relevant?

Yes. Children can still be exposed to age-inappropriate, misleading, or harmful advertising in contextual environments based on the content and design of the marketing communication. Businesses remain responsible for ensuring that their digital marketing content, context and design strategies are age-appropriate, transparent, and aligned with child rights principles.



## 6 How do recommendations in the toolkit align with existing regulation such as the EU's Digital Services Act (DSA)?

This toolkit is based on a review of



**48** relevant regulations and



a collection of **186** recommendations by civil society, academia, and industry associations with expertise on child rights.

While the toolkit does not reference specific regulations throughout, it is aligned with existing regulatory trends and helps business achieve best practice through child rights due diligence. This forward-looking approach supports long term trust, innovation and regulatory readiness.

## 7 What is the role of parents in the toolkit?

**Parents and caregivers are critical actors when it comes to ensuring children's online safety and well-being.** However, the focus of this toolkit is on the responsibility of businesses to ensure that their own digital business activities do not adversely impact children's rights.

This corporate 'responsibility to respect' children's rights is grounded in the [UN Guiding Principles on Business and Human Rights](#).

## 8 Do you need to hire external experts to implement the toolkit?

Not necessarily. The toolkit can be implemented with in-house resources or can involve external experts, depending on context and need.

However, if internal expertise on child rights is lacking, it may be advisable to involve external experts. Note also that consultation with external stakeholders, experts and rights-holders is strongly encouraged.

## 9 What is the difference between this toolkit and a child rights impact assessment (CRIA)?

A CRIA is a process by which companies evaluate the impact of business operations and products or services on children's rights as defined in the Convention on the Rights of the Child and other human rights and child rights instruments.

This toolkit focuses specifically on supplying businesses with recommendations for action in relation to digital marketing across all five stages of the child rights due diligence process (including impact assessment).

All businesses are encouraged to conduct a comprehensive CRIA in relation to the digital environment (see the [D-CRIA Toolbox](#)) to provide a deeper, more systematic and comprehensive assessment of actual and potential child rights impacts associated with digital business activities.

## 10 What if my company has already conducted a CRIA?

If your company has already conducted a CRIA, this toolkit can serve as a complementary resource. While a CRIA provides a comprehensive analysis of children's rights impacts across policies, products, or services, this toolkit focuses specifically on digital marketing practices. It can help you translate the broader insights from your CRIA into practical steps for ensure respect for children's rights in the context of digital marketing.

## 11 My company does not produce products for children nor intentionally targets children. Is this toolkit still relevant?

Yes. Even if your company does not design products for children or actively target children, they may still be exposed to your digital marketing practices or featured in your marketing (including through influencer content). This toolkit is relevant because it helps companies recognize and reduce potential risks to children, whether they are the intended audience or not. Taking these steps strengthens risk management and supports wider alignment with due diligence expectations.

## 12 The digital marketing ecosystem is complex, and my company cannot solve everything alone. Is it still worth engaging?

It is true that no single company can address all challenges in the digital marketing ecosystem when it comes to children's rights. However, each company has a responsibility, and an opportunity, to reduce risks to children within its own practices and sphere of influence. By implementing this toolkit, you can take practical, achievable steps that make a real difference, including by engaging with others in the ecosystem.

Acting responsibly not only helps achieve improvements in outcomes for children, but also strengthens trust with consumers, partners, and regulators. Small, consistent actions across many companies contribute to meaningful industry-wide change.





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