

Smart Choices:

A Parents' Guide to Navigating the Risks of Generative AI

In a world increasingly shaped by artificial intelligence (AI), today's parents and caregivers face new challenges—and opportunities—when it comes to guiding their children through a digital landscape that is evolving faster than ever. This tip sheet provides a place to start a conversation with your child.

The Known Risks

 **AI tools may sound smart—but they can also generate inaccurate, misleading, or deceptive advertising content and encourage unwanted purchases.**

 **Many AI tools (such as AI-powered apps, AI toys, smart devices, voice assistants, learning tools, and/or educational apps) collect user data upon login. Kids often enter personal, sensitive data without knowing it.**

What You Can Do

-  Use available filters and tools. Be aware that choices are often highlighted to nudge users to select the least restrictive settings. Choose what is best for your household.
- Teach children how to recognize ads and persuasive intent (i.e. what not to click on that may result in an unwanted purchase or redirect your child elsewhere).
- Consider ad-free or paid versions of streaming services, mobile games, and other apps or platforms.
- Turn off in-app purchases and ensure your credit card is not set as a default payment.
- Align your child's viewing and playing habits with trusted brands and companies.

-  Turn off mics and cameras when not in use or necessary.
- Consider requiring approval for your child's app downloads.
- Discuss good digital citizenship and what your child shares online.
- Use child accounts with high privacy settings by default.
- Read online notices and privacy policies. In particular, you want to know WHAT data is being collected, WHY it is being collected, and WHO it is being shared with.
- Ask questions of companies before you allow your child to use the online service.

The Known Risks



AI systems are trained on human data—which includes bias. That means tools may unintentionally favor certain languages, cultural norms, or demographics.



Sites, tools, platforms, and apps that use AI can be addictive and cause various mental health issues, especially when tools offer instant results, images, and games or take the place of human interaction.



While many platforms offer filters and content moderation tools, AI can still generate mature, unsafe, or inappropriate results.

What You Can Do



- Talk to your child about AI and bias.
- Learn how to fact-check the output of the AI tool and share your findings with your child, teaching them to question the veracity of AI.
- Learn about how AI tools are used in media and advertising directed to children.
- Look for trusted, reviewed, and transparent platforms and tools, particularly those that permit reporting inaccuracies.



- Set screen time limits for AI tools.
- Co-view with your child and talk about potential harms.
- Create safe spaces for children to ask questions at home and at school.
- Talk about online experiences regularly.



- Use available filters and tools.
- Choose trusted online sites, services, and platforms.
- Encourage conversations about things your children see or experience online.
- Familiarize yourself with reporting tools and teach your child how to use them in the event of potentially dangerous or inappropriate activity.

Learn more about the [Children's Advertising Review Unit](#) and two of its cases related to AI in the children's space:



KidGeni
(August 2024)



Buddy AI
(February 2025)