



## Press Release

### Let's keep our children and their secrets safe!

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**Internet-connected toys, now available to consumers in many countries, engage in 'conversations' with children by using built-in microphones and speech recognition technologies. But are children's secrets safe with these toys and could even their personal safeties be placed at risk?**

The Norwegian Consumer Council (NCC) has examined the terms & conditions and technical features of two connected toys<sup>1</sup>. It found spoken data, collected during the use of the toys, may be shared with third-parties and used for targeted advertising. More worryingly, the NCC also found it possible to use a mobile phone to speak to a child through the toys, using a Bluetooth connection, with the link maintained up to 20 metres away.

The NCC concludes these failings of the toys are in breach of the EU Unfair Contract Terms Directive, Data Protection Directive and, possibly, the Toy Safety Directive.

ANEC Secretary-General, Stephen Russell, commented:

"Children are the most vulnerable of consumers and, although these new connected toys are no doubt fun, we need to ensure they do not lead to cynical exploitation of children or place them at a more serious risk. We and other consumer organisations need to ensure that this new generation of toys is not exploiting loopholes in the EU framework of legislation & technical standards. In the meantime, and before festive shopping, we ask consumers to visit the [website](#)<sup>2</sup> of the #toyfail campaign or watch this [video](#)<sup>3</sup> on YouTube". ENDS

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<sup>1</sup> *My friend Cayla* and *i-Que*

<sup>2</sup> <https://goo.gl/Hjc6yM>

<sup>3</sup> <https://goo.gl/5uYn6J>

## About ANEC

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ANEC is the European consumer voice in standardisation, defending consumer interests in the processes of technical standardisation and conformity assessment, as well as related legislation and public policies.

ANEC was established in 1995 as an international non-profit association under Belgian law and is open to the representation of national consumer organisations in 33 countries. In 2016, we celebrate our 21<sup>st</sup> Anniversary (#ANEC21).

ANEC is funded by the European Union and EFTA, with national consumer organisations contributing in kind. Its Secretariat is based in Brussels.



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