

Social Media platforms and GDPR violation for minor users

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Abstract.

This article investigates the use of social media by minors in Europe, examining relevant legislation and conducting practical research. The study delves into the General Data Protection Regulation (GDPR), analyzing its approach to minors' data protection and the history of its adoption. Despite GDPR's intent to set an age limit for minors' data processing consent, the lack of consensus among member states led to an inconclusive solution, allowing varying age thresholds. The study further presents practical research conducted in Greece, involving attempts to create profiles on six major social media platforms at ages 12, 14, and 16. Findings reveal a lack of compliance with GDPR and national laws, with platforms often allowing underage users to create profiles without parental consent. Conclusions emphasize that since teenagers are a major marketing target, social media will continue this practice and the need for EU institutions to establish a uniform pan-European age limit for minors' data processing consent, prompting a vital dialogue for legal improvement.

Keywords: GDPR, Teenagers' social media campaigns, Digital Age of Consent, Minors' E-Privacy