



Be Welcoming



Prioritise digital features that are inclusive, sociable and welcoming to all, reducing hateful communication and forms of exclusion, and reflecting multiple identities.

Enhance Imagination



Prioritise creative resources and imaginative, open-ended play over pre-determined pathways built on popularity metrics or driven by advertising or other commercial pressures.

Enable Open-ended Play



Provide and enhance features that offer easy-to use pathways, flexibility and variety as these support children's agency and encourage their imaginative, stimulating and open-ended play.

Adopt Ethical Commercial Models



Reduce compulsive features designed to prolong user engagement or cultivate dependency on games, apps or platforms, so children's immersive play is intrinsically motivated and freely chosen.



Ensure Safety



Ensure children's play in online spaces is safe by design, including giving them control over who can contact them and supplying help when needed.

Allow for Experimentation



Recognise that exploration, invention and a degree of risk-taking is important in children's play, and that the burden should not always fall on them to be cautious or anxious, or to follow rules set by others.



Be Age Appropriate



Respect the needs of children of different ages by providing age-appropriate opportunities for play, while also allowing for safe intergenerational play.