

Guarding your child's data footprint

Understanding how AI collects and stores kids' information

Tips for parents



Did you know?

AI stores user data—including kids'.

Everything you or your kid shares with AI (like photos, text, voice) as well as information you don't realize you're sharing (like location, device type, or online purchasing habits) can be saved and used by AI systems. AI companies often do not ask for your permission and may prevent you from deleting personal information from their records.

Cyberattacks on schools are increasing.

In the first quarter of 2025, there was a 69% increase in cyberattacks on education systems across the globe.* In fact, most U.S. K-12 schools experience cyberattacks.** When this happens, kids' personal information may be exposed in ways families can't undo.

Kids' data is valuable to companies.

Without proper data protections, technology companies can use data collected by AI tools on kids' habits, emotions, and interests to target advertisements to kids during a time in life when they are most easily influenced, building a foundation for long-term brand loyalty that lasts into adulthood.

*Ransomware attacks surge 69% across global education sector by Anna Merod, K-12 Dive, 2025

**2025 CIS MS-ISAC K-12 Cybersecurity Report: Where Education Meets Community Resilience by Center for Internet Security, 2025



What to notice

If tools don't give clear privacy warnings.

Unlike websites that explain things like cookies (requests to track user data), many AI platforms don't say what data they collect or how they use it, meaning it's not always clear how your kid's data is being collected or stored.

What information your kids share with AI.

Notice if your kid is sharing personal details with AI tools or chatbots. Kids should never share their full name, birthday, school name, account passwords, or anything you wouldn't want a stranger to know.

When you have some control over data privacy. Review the settings of the tools your kids use. Some AI models offer settings to prevent your data from being used by companies for training the new AI models or for advertising.

What you can do: Conversations to keep kids safe in an AI world

With your kids:

We recommend these activities for kids ages 10-14. But you know your kid best! If these are relevant to you, use them!

- **Conversation starter:** What does AI do with the information you put into it? Remind kids that putting information into an AI tool is just like putting it on social media. You might think it's private, but it's not!
- **Activity:** Take turns naming pieces of personal information that are safe to share with AI (e.g. questions about a topic you are curious about) and that are not safe to share with AI.

(e.g. where you live, a picture of yourself, the name of your school). If there are any disagreements, discuss how you decide what information to share with unknown people and tools.

In your school or community:

- Ask schools or school districts what they do to ensure the AI tools they use keep student data safe.
- Collaborate with adults who interact with your kids (like school leaders, caregivers, and extracurricular coaches and mentors) to ensure consistent messaging around safe AI use.



Find more in our Parent Tip Sheet Library! For more detailed information, including data sources, check out the full report: A new direction for students in an AI world: Prosper, Prepare, Protect.