

BARONESS KIDRON



August 3rd, 2022

The Honorable Anthony Portantino
California State Senate
1021 O Street, Suite 7630
Sacramento, CA 95814

Dear Chairman Portantino,

I wanted to briefly write and thank you for taking the time to meet with me to discuss AB 2273, the California Age-Appropriate Design Code. I very much appreciated our discussion, your thoughtful feedback and of course your invitation to breakfast – I am looking forward!

I have worked with my team and the authors to develop amendments to address the issue that you raised during our conversation, and we also worked very closely with stakeholders to clarify and to respond to their needs. This has been one of the most collegial processes I have been involved with, and while we ask for your support on the outstanding issue, it may be that we in the UK have something to learn from this level of engagement because I find myself impressed and amazed by just how much we have achieved by consensus.

As we discussed during our meeting, it remains ever important to work to ensure that the California Age-Appropriate Design Code is aligned with the Code in the UK, including maintaining the age of children and teens covered by the bill as under 18. I have heard from countless 16- and 17-year-olds that they want and deserve products to be designed with their interest in mind and this measure, as we propose to amend it, will achieve that goal.

I again would like to respectfully request your support of AB 2273 and your partnership to ensure that the measure remains strong. I know you have hundreds of measures before you over the next two weeks, but should you have any questions, or I can answer any questions please do not hesitate to contact me.

Thank you again.

All my best,
Beeban Kidron