

BARONESS KIDRON



August 3rd, 2022

The Honorable Henry Stern
California State Senate
1021 O Street, Suite 7710
Sacramento, CA 95814

Dear Senator Stern,

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 willingness to come on as a co-author.

We continue to work to address stakeholder concerns and received some helpful feedback from Senator Portantino on the measure. We have put forward amendments that we believe will address his feedback and many of the stakeholders. Indeed it has been a very positive experience and I believe that the sector would attest to our immense work in providing clarity and answering their needs – even though I continue to ask for your support on the one outstanding issue.

We will very much need your help to ensure that the California Age-Appropriate Design Code is aligned with the Code in the UK. Some stakeholders in industry have continued to push to reduce the age of those covered by the bill to under 13 or under 16 years old. It is integral to keep the bill aligned with the UK Code as under 18 years old. 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 thank you for your support of AB 2273 and your partnership to ensure that the measure remains strong. I stand ready to answer any questions and look forward to coordinating with you as you finish your work in August.

Thank you again.

All my best,
Beeban Kidron