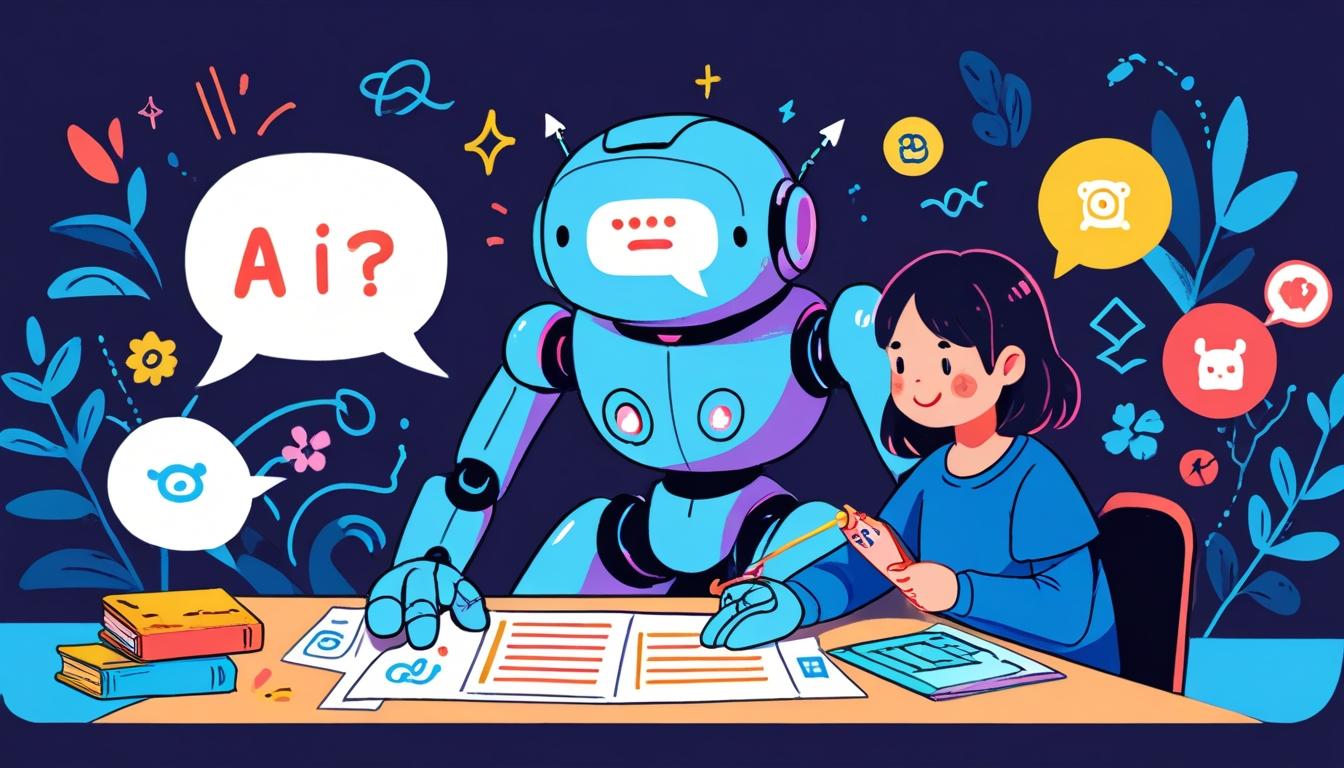
# Google to launch Gemini AI chatbot tailored for children under 13 with strict privacy safeguards



Google is preparing to launch its Gemini artificial intelligence chatbot aimed specifically at children under the age of 13. This initiative is part of a broader strategy by internet companies to attract younger customers through innovative A.I. products. Scheduled to roll out next week, the service will be accessible to children whose parents have established Google accounts managed through the Family Link programme.

In an email to the parent of an 8-year-old, Google indicated that “Gemini Apps will soon be available for your child.” The features of the chatbot will enable children to engage in storytelling, seek answers to questions, and receive assistance with homework.

The Family Link programme allows parents to setup Gmail accounts for their children, providing an opportunity for them to access various Google services, including YouTube and now, Gemini. To facilitate this, parents must provide personal information such as their child's name and birthdate to create a child account.

Karl Ryan, a spokesman for Google, highlighted the safeguards incorporated within Gemini specifically designed for younger users. He reassured parents that “the company will not use that data to train its A.I. when a child with a Family Link account uses Gemini.” This commitment addresses concerns surrounding data privacy and security, especially in light of heightened scrutiny regarding children's online interactions.

In addition to providing educational support, Google's initiative is aligned with a broader vision of fostering early A.I. literacy among young users. By integrating Gemini into their daily activities, children may become proficient in communicating with A.I., a skill that may grow increasingly important in their educational and future career paths.

Google's efforts also extend to shaping the ethical dimensions of A.I. interactions. By regulating how children first engage with A.I., the company can influence foundational principles such as transparency, critical thinking, and digital citizenship. This approach seeks to instil a sense of responsibility and discernment in young users as they navigate digital landscapes.

As the race among chatbot developers intensifies, concerns have been raised regarding the potential risks associated with exposing children to AI technologies. Even as developers strive to capture younger audiences, warnings about the flaws and possible dangers of current chatbot technologies have emerged. Late last year, the potential risks led the United Nations Educational, Scientific, and Cultural Organization to advocate for government-imposed age restrictions and enhanced privacy and data protection measures in the realm of generative A.I. within educational contexts.

Overall, Google's Gemini initiative reflects a notable trend in the technology sector toward engaging younger users, while also responding to calls for safety and efficacy in A.I. applications. As families prepare for the introduction of this tool next week, the implications for both children’s education and the ethical landscape of technology use remain subjects of ongoing discussion.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://support.google.com/families/answer/7103338> - This page provides detailed instructions on creating a Google Account for children under 13 through the Family Link program, which is necessary for accessing services like Gemini.
2. <https://blog.google/technology/families/introducing-family-link-app-helping-families-navigate-technology-together/> - This blog post introduces the Family Link app, explaining how it helps parents manage their children's Google Accounts and device usage, aligning with the article's mention of the Family Link program.
3. <https://families.google/familylink/faq/> - The FAQ section addresses common questions about Family Link, including how it works and what features are available, supporting the article's reference to the program's functionalities.
4. <https://families.google.com/familylink/privacy/child-policy/> - This privacy policy outlines how Google handles data collected from children's accounts, including assurances that data will not be used to train AI models, addressing privacy concerns mentioned in the article.
5. <https://www.techradar.com/features/what-is-google-family-link-and-how-does-it-work> - This article explains the features of Google Family Link, such as screen time management and app approvals, which are relevant to the article's discussion of parental controls and supervision.
6. <https://www.internetmatters.org/it/hub/esafety-news/google-family-link-app-explained-parents-need-know/> - This guide provides an overview of Google Family Link, including its benefits and how it helps parents manage their children's device usage, supporting the article's mention of the program's role in managing children's online interactions.
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