

## Social media access ban can protect young people from addictive content

Following the European Commission's initiative exploring ways to ban the unchecked access of minors under a certain age to big social media platforms, **SAFE's Deputy Director Luigi Tozzi said:**

“This is a step in the right direction, and it can be a good steppingstone to address some of SAFE's concerns about unhealthy food marketing targeting children and adolescents online, or the spread of negative role models on social media, which heavily contribute to eating disorders. Social media platforms are not innocent when they are designed to maximise profits at the expense of young people, monetizing addictive behaviours and incentivising harmful commercial practices.”

SAFE believes that the Digital Services Act (DSA) should be modified to include provisions demanding platforms to block problematic content from being seen by younger audiences.

**Tozzi said:** “We support the Digital Services Act guidelines, published by the European Commission last year, calling for platforms to protect young users from manipulation and problematic recommendations through their algorithms. We now ask for more explicit requirements in the DSA itself, especially regarding eating disorders and unhealthy food promotions.”