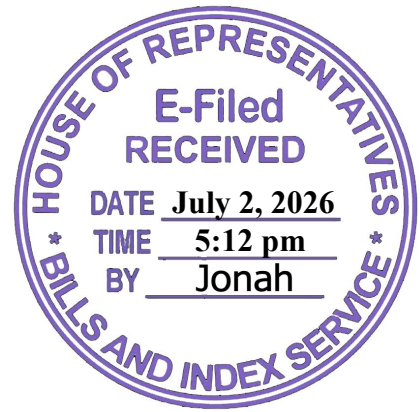


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
First Regular Session



HOUSE BILL NO. 10010

Introduced by: **REP. TOBIAS “TOBY” M. TIANGCO**

EXPLANATORY NOTE

Filipino children are growing up in a world where childhood moments can be recorded, uploaded, shared, and monetized in a matter of minutes. A child’s first words, school routine, birthday, medical condition, family conflict, or even moments of embarrassment may now become part of a public online identity before the child is old enough to understand what privacy, consent, or permanent digital exposure means.

This reality is especially important in the Philippines, where online and social media use is deeply embedded in daily life. DataReportal’s *Digital 2026: The Philippines* reported that the country had around 98 million internet users and 95.8 million social media user identities as of late 2025, equivalent to 83.8% and 81.9% of the population, respectively. The same report also shows that children and minors make up a significant portion of the Philippine population, with those aged 0 to 17 comprising roughly one-third of the country.

The rise of family vlogs, livestream selling, short-form videos, sponsored posts, and “kidfluencer” content has created new income opportunities for families. However, it has also created a legal gap: when a child becomes the main reason why a video earns views, sponsorships, advertisements, gifts, or platform revenue, there is still no clear guarantee that the child will receive a fair share of those earnings. In some cases, the child is effectively working, but without the protections usually attached to child labor, entertainment work, trust accounts, working-hour limits, or independent oversight.

The Philippine Statistics Authority (PSA) reported that there were 861,000 working children aged 5 to 17 in 2024, and 509,000 of them were engaged in child labor. Existing Philippine labor standards already recognize that children require special protection when work affects their health, education, rest, or development. Yet online child influencing is harder to detect because it often happens inside the home, under the control of parents or guardians, and appears to the public as ordinary family content rather than work. The Department of Labor and Employment (DOLE) has likewise recognized that while existing child labor laws cover child entertainers, they do not yet squarely include online child influencers.

This measure also responds to the privacy risks faced by children online. UNICEF Philippines reported through a 2025 U-Report poll that 85.56% of children and youth respondents had encountered unsafe content or behavior online, while only 2.99% reported such incidents to authorities or hotlines. The 2022 *Disrupting Harm in the Philippines* study by UNICEF Office of Research, INTERPOL, and ECPAT International reported that 20% of internet-using children aged 12 to 17 experienced online sexual abuse and exploitation in 2021. UNICEF also cited the *2019 Philippine Kids Online Survey*, which found that more than half of Filipino children surveyed could access the internet without supervision.

While Republic Act No. 11930, or the *Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials (CSAEM) Act*, strongly addresses online sexual abuse and exploitation of children, not every harmful use of a child's image is sexual in nature. Some harms involve overexposure, humiliation, excessive monetization, disclosure of home or school location, publication of medical or educational information, or the long-term loss of control over a child's identity. RA 11930 itself recognizes the need to protect children from online abuse and exploitation committed through information and communications technology.

Republic Act No. 10173, or the *Data Privacy Act of 2012*, already requires transparency, legitimate purpose, and proportionality in the processing of personal information. However, child influencer content presents a unique problem because a parent or guardian may be the one collecting, posting, monetizing, and controlling the child's personal data. *Republic Act No. 7610 or the Special Protection of Children Against Abuse, Exploitation and Discrimination Act* also declares it a State policy to protect children from abuse, neglect, cruelty, exploitation, discrimination, and other conditions prejudicial to their development. This bill builds on these laws by addressing a specific modern form of child exposure and economic exploitation that existing statutes do not fully regulate.

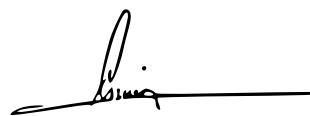
Comparative developments abroad show that governments are beginning to treat child influencer work as a real labor and privacy issue. Recent laws and proposals in jurisdictions such as Illinois, California, Minnesota, and Utah require trust accounts, record-keeping, and in some cases content removal rights for children featured in monetized online content. Research on "sharenting" and child influencers also warns that repeated posting of children may affect their privacy, media habits, and future sense of control over their own image.

The proposed *Child Influencer Earnings and Privacy Protection Act* seeks to ensure that a child is not treated merely as content, branding material, or a source of family income. It provides safeguards so that when a child's name, image, likeness, voice, daily life, or personal story is used for monetized online content, a fair portion of the earnings shall be preserved for the child in a protected account. It also requires transparency in accounting, reasonable limits on content production, protection of schooling and rest, and safeguards against the disclosure of sensitive personal information.

The bill further recognizes the child's right to dignity and future autonomy by providing a mechanism for removal or takedown requests involving content that exposes, humiliates, endangers, or unduly commercializes the child. It also promotes coordination among appropriate agencies such as the Department of Labor and Employment, Department of Social Welfare and Development, Council for the Welfare of Children, National Privacy Commission, and relevant online platforms.

Childhood should not be permanently surrendered to the internet for views, sponsorships, or algorithmic reach. The State must ensure that children who help create value in the digital economy are protected, compensated, and given the chance to grow without being trapped by a digital identity they never meaningfully chose.

In view of the foregoing, the immediate passage of this bill is earnestly sought.



TOBIAS "TOBY" M. TIANGCO
Representative
Lone District, Navotas City

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 10010

Introduced by: **REP. TOBIAS “TOBY” M. TIANGCO**

**AN ACT PROTECTING CHILDREN WHO APPEAR IN MONETIZED ONLINE
CONTENT BY SAFEGUARDING THEIR EARNINGS, PRIVACY, EDUCATION,
HEALTH, AND RIGHT TO REMOVE EXPLOITATIVE CONTENT, AND FOR OTHER
PURPOSES**

*Be it enacted by the Senate and the House of Representatives of the Philippines in Congress
assembled:*

SECTION 1. *Short Title.*—This Act shall be known as the “Child Influencer Earnings and Privacy Protection Act.”

SEC. 2. *Declaration of State Policy.*—It is hereby declared the policy of the State to uphold the best interests of the child in the digital economy; protect children from economic exploitation, overexposure, humiliation, and unsafe online visibility; and ensure that children who substantially contribute to monetized online content receive a fair and protected share of the earnings generated from their participation.

The State recognizes that children appearing in family vlogs, livestreams, sponsored posts, short-form videos, affiliate marketing content, and similar online productions may generate income for parents, guardians, content creators, advertisers, or online platforms. While such content may be created within the family or home setting, the child’s participation may amount to labor, commercial performance, or use of the child’s image, voice, name, likeness, personal story, or private life for profit.

This Act shall be interpreted in a manner that complements existing laws on child protection, child labor, data privacy, cybercrime, and online sexual abuse and exploitation of children. Nothing in this Act shall reduce or impair the protections already granted under existing laws.

SEC. 3. *Coverage.*—This Act shall apply to:

- a. A child below eighteen years of age who appears, performs, speaks, is identified, or is otherwise substantially featured in monetized online content;
- b. Parents, guardians, relatives, managers, agencies, or content creators who operate, manage, or benefit from a social media account, channel, page, livestream, online store, or digital platform where a child is substantially featured;
- c. Brand partners, advertisers, sponsors, talent agencies, and commercial establishments that contract for, pay for, request, or benefit from the participation or appearance of a child in monetized online content;

d. Online platforms, livestreaming platforms, video-sharing platforms, social media platforms, digital marketplaces, subscription platforms, and similar services that enable monetization of child-featured content and are accessible or doing business in the Philippines; and

e. Filipino children, whether residing in the Philippines or abroad, whose online content is managed, monetized, or commercially exploited by a person residing or doing business in the Philippines.

This Act shall not apply to purely private family sharing, non-monetized school activities, bona fide news reporting, lawful documentary work, or incidental public appearances where the child's identity, image, or private life is not used for commercial gain. However, such exemption shall not apply when the content involves humiliation, exploitation, disclosure of sensitive personal information, or any act punishable under existing law.

SEC. 4. *Definition of Terms.*—For purposes of this Act:

a. *Child Content Participant* refers to any person below eighteen years of age whose name, image, likeness, voice, performance, personal story, daily routine, school life, health condition, emotional reaction, or family circumstance is used in online content.

b. *Monetized Online Content* refers to any photo, video, livestream, vlog, reel, short-form video, podcast, blog, digital advertisement, online store feature, subscription content, affiliate content, or similar digital material that directly or indirectly generates income, benefit, compensation, gifts, commissions, platform revenue, sponsorship fees, brand deals, livestream gifts, donations, paid subscriptions, merchandise sales, or in-kind consideration.

c. *Child-Featured Content* refers to monetized online content where the child is the main subject, appears in the title or thumbnail, is used to attract viewers, is part of the storyline, is shown for a substantial portion of the content, or is the reason for the sponsorship, advertisement, or public engagement.

d. *Covered Child Influencer Account* refers to any online account, channel, page, or platform presence that meets any of the following conditions:

1. The child appears in at least thirty percent of monetized posts, videos, livestreams, or uploads within a thirty-day period;
2. The child's name, image, likeness, voice, nickname, or personal story is used in the branding or regular promotion of the account;
3. The account earns at least Fifty Thousand Pesos in a calendar year from content substantially featuring the child;
4. The child is used in at least three sponsored, paid, or brand-related online posts within a calendar quarter; or
5. The child's participation is the principal reason for the commercial value of the content.

e. *Attributable Earnings* refer to the gross income, compensation, gifts, commissions, platform revenue, advertising revenue, subscriptions, affiliate income, brand payments, talent fees, livestream gifts, or other benefits reasonably connected to the child's appearance or participation in monetized online content.

f. *Protected Child Earnings Account* refers to a trust, custodial, savings, or restricted account opened with a Bangko Sentral ng Pilipinas-supervised financial institution under the name and beneficial

ownership of the child, where the protected share of the child's earnings shall be deposited and preserved.

g. *Parent-Administrator* refers to a parent, legal guardian, relative, manager, or adult who operates, controls, receives income from, or makes decisions regarding monetized child-featured content.

h. *Sensitive Child Information* refers to any information relating to a child's home address, school, real-time location, medical condition, disability, mental health, therapy, grades, disciplinary record, financial distress, custody dispute, religious or political views, government identifiers, biometric information, or other information that may expose the child to harm, profiling, bullying, grooming, exploitation, or unwanted contact.

i. *Harmful Child Content* refers to child-featured content that humiliates, sexualizes, endangers, coerces, scares, exploits, shames, degrades, or exposes the child to harassment, abuse, bullying, stalking, grooming, identity theft, or long-term reputational harm.

SEC. 5. *Minimum Protected Share of Child Earnings.*—

A child who substantially appears in monetized online content shall be entitled to a protected share of the attributable earnings.

The following minimum protected shares shall apply:

a. *Fifty percent* of attributable earnings when the child is the principal subject of the content, appears in the title, thumbnail, campaign material, or brand deliverable, or when the sponsorship, advertisement, or revenue is primarily dependent on the child's participation;

b. *Thirty percent* of attributable earnings when the child appears as a regular or recurring participant in the monetized content but is not the principal subject; and

c. *A proportionate share* to be determined by the Council for the Welfare of Children, in coordination with the Department of Labor and Employment, when several children or family members participate in the same monetized content.

The protected share shall be computed from gross attributable earnings before deduction of production costs, equipment costs, travel costs, management fees, editing expenses, taxes, or personal expenses of the parent-administrator, unless otherwise authorized by the proper government agency or court for the direct benefit of the child.

Nothing in this section shall prevent the child from receiving a higher share by contract, court order, settlement, or voluntary arrangement.

SEC. 6. *Protected Child Earnings Account.*—

The parent-administrator shall open a Protected Child Earnings Account within thirty days from the date the account, channel, or content becomes covered under this Act.

The protected share of the child's earnings shall be deposited within fifteen banking days from receipt of the income or benefit.

The protected funds shall belong exclusively to the child and shall not be used, pledged, assigned, withdrawn, transferred, garnished, or treated as the personal property of the parent, guardian, manager, or content creator.

Withdrawals before the child reaches eighteen years of age shall be allowed only for the child's education, medical needs, therapy, disability support, legal protection, or other urgent needs directly beneficial to the child, subject to documentation and approval under rules to be issued by the implementing agencies.

Upon reaching eighteen years of age, the child shall have the right to demand a full accounting and direct control over the balance of the Protected Child Earnings Account.

SEC. 7. *Duty to Keep Records and Render Accounting.*—

Every parent-administrator shall maintain accurate and complete records of:

- a. Monetized posts, videos, livestreams, campaigns, brand deals, and platform payouts involving the child;
- b. Dates, duration, and nature of the child's participation;
- c. Amounts received from platforms, sponsors, advertisers, agencies, affiliate links, livestream gifts, subscriptions, and in-kind benefits;
- d. Amounts deposited into the Protected Child Earnings Account;
- e. Contracts, invoices, campaign briefs, and payout statements; and
- f. Any withdrawal from the Protected Child Earnings Account and the reason therefor.

Records shall be kept until five years after the child reaches eighteen years of age. The child, upon reaching eighteen years of age, shall have the right to inspect and obtain copies of all such records.

Failure to keep records shall create a disputable presumption that the child is entitled to the highest protected share applicable under this Act.

SEC. 8. *Child Online Content Protection Plan.*—A parent-administrator of a Covered Child Influencer Account shall submit a Child Online Content Protection Plan to the Council for the Welfare of Children or its designated online registry.

The plan shall include:

- a. The name or handle of the covered account;
- b. The identity of the parent-administrator;
- c. The age of the child and the nature of the child's participation;
- d. The expected type of content involving the child;
- e. The estimated schedule and duration of content production;
- f. The manner of protecting the child's education, sleep, rest, play, and health;
- g. The Protected Child Earnings Account details, subject to privacy safeguards;
- h. The procedure for securing the child's age-appropriate assent; and
- i. The measures to prevent disclosure of sensitive child information.

Registration under this section shall not be used to publicly identify the child or create a public list of child influencers. The registry shall be confidential and used only for child protection, monitoring, and enforcement.

SEC. 9. *Protection of Education, Rest, Health, and Development.*—

The participation of a child in monetized online content shall not interfere with the child’s schooling, sleep, health care, play, social development, family life, or emotional well-being.

For purposes of this Act, content production time shall include filming, livestreaming, rehearsing, repeated takes, campaign briefings, sponsored events, travel required for paid content, and other directed activities connected with monetized child-featured content.

The following safeguards shall apply:

- a. No child shall be required to participate in monetized content during school hours, unless lawfully excused and the content is not prejudicial to the child’s education;
- b. No child shall be made to participate in monetized content between 10:00 p.m. and 6:00 a.m., except when allowed under existing law and upon proper safeguards;
- c. A child shall be given reasonable breaks, meals, hydration, and rest during content production;
- d. A child shall not be pressured, threatened, punished, emotionally manipulated, or deprived of affection, food, education, allowance, or privileges for refusing to participate in content; and
- e. A child’s refusal to appear, speak, perform, or continue filming shall be respected.

For children below fifteen years of age, all applicable work permit requirements under existing child labor laws shall continue to apply when the child’s participation constitutes work, performance, public entertainment, public information, or commercial activity.

SEC. 10. *Age-Appropriate Assent of the Child.*

Parental consent alone shall not be sufficient when the child is capable of expressing a view.

A parent-administrator shall secure the child’s age-appropriate assent before involving the child in sponsored, recurring, or monetized online content. The child shall be informed, in language appropriate to the child’s age and maturity, of:

- a. What content will be made;
- b. Where the content will be posted;
- c. Whether the content will earn money or promote a product;
- d. Whether the child’s name, face, voice, or personal story will be used; and
- e. The child’s right to refuse or stop participation.

The absence of objection shall not be treated as consent. A child who appears distressed, unwilling, embarrassed, afraid, or coerced shall be presumed not to have freely assented.

SEC. 11. *Prohibited Child-Featured Content.*—It shall be unlawful for any parent-administrator, content creator, brand partner, advertiser, sponsor, or platform, after notice, to produce, publish, request, boost, sponsor, monetize, or continue monetizing content involving:

- a. A child being humiliated, shamed, punished, pranked, frightened, insulted, or emotionally distressed for entertainment or engagement;
- b. A child in a state of nudity, partial nudity, bathing, dressing, sleeping in a vulnerable manner, toileting, or in clothing or circumstances that sexualize or objectify the child;
- c. A child disclosing or being forced to discuss trauma, abuse, family conflict, custody disputes, medical conditions, mental health issues, disabilities, disciplinary records, or other sensitive matters;
- d. A child performing dangerous stunts, unsafe challenges, risky product demonstrations, or activities inappropriate for the child’s age or physical capacity;
- e. A child’s real-time location, home address, school, classroom, regular route, or other identifying location data;
- f. A child being encouraged to interact privately with unknown adults, followers, subscribers, donors, or fans;
- g. Artificial intelligence-generated, edited, cloned, deepfake, or manipulated content using the child’s face, body, voice, or likeness in a misleading, sexualized, humiliating, or commercial manner without specific authorization and safeguards; or
- h. Any content that constitutes abuse, exploitation, trafficking, cybercrime, data privacy violation, or online sexual abuse or exploitation under existing law.

Medical, educational, or advocacy content involving a child shall use the minimum information necessary and shall not expose the child to humiliation, danger, or permanent loss of privacy.

SEC. 12. *Privacy and Data Protection Standards.*

The processing, publication, sharing, storage, transfer, or commercial use of a child’s personal information in monetized online content shall observe the principles of transparency, legitimate purpose, proportionality, safety, and the best interests of the child.

A parent-administrator, brand partner, advertiser, sponsor, or platform shall not:

- a. Sell, rent, trade, or transfer the child’s personal information to advertisers, data brokers, or third parties beyond what is necessary for the specific campaign;
- b. Use the child’s image, likeness, voice, or personal story for a new campaign, product, merchandise, artificial intelligence model, or unrelated advertisement without separate consent and child assent;
- c. Require the child to disclose private information as a condition for sponsorship, donations, livestream gifts, or audience engagement;
- d. Encourage parasocial or private communication between the child and followers, donors, subscribers, or unknown adults; or
- e. Use full legal names, school names, real-time location, or government identifiers of the child in public monetized content, unless strictly necessary and protected by safeguards.

All geotags, real-time location indicators, and metadata revealing the child's location shall be disabled or removed before posting child-featured content.

SEC. 13. *Contracts Involving Child-Featured Monetized Content.*

Any contract, campaign brief, sponsorship agreement, talent agreement, affiliate arrangement, or similar commercial agreement involving child-featured content shall be in writing and shall clearly state:

- a. The identity of the child content participant;
- b. The role expected from the child;
- c. The deliverables involving the child;
- d. The total consideration, including cash and non-cash benefits;
- e. The portion to be deposited in the Protected Child Earnings Account;
- f. The duration and scope of use of the child's image, voice, name, likeness, or story;
- g. The platforms where the content will appear;
- h. The child's right to refuse unsafe, humiliating, sexualized, or harmful content; and
- i. The procedure for takedown or removal of content.

Any provision granting perpetual, unlimited, or worldwide commercial use of the child's image, voice, likeness, or personal story shall be void unless reviewed under safeguards to be provided in the implementing rules.

SEC. 14. *Duties of Brand Partners, Sponsors, and Advertisers.*—Brand partners, sponsors, advertisers, agencies, and commercial establishments shall exercise due diligence before contracting for child-featured monetized content.

They shall:

- a. Require proof that a Protected Child Earnings Account exists when the campaign substantially features the child;
- b. Pay the child's protected share directly into the Protected Child Earnings Account when practicable;
- c. Avoid campaign concepts that humiliate, sexualize, endanger, overwork, or exploit the child;
- d. Refrain from requiring the disclosure of sensitive child information;
- e. Clearly label sponsored or paid child-featured content; and
- f. Remove or stop using child-featured content upon lawful takedown request, expiration of usage rights, or finding that the content is harmful to the child.

A brand partner that knowingly benefits from prohibited child-featured content shall be solidarily liable with the parent-administrator for the child's unpaid protected earnings and damages.

SEC. 15. *Duties of Online Platforms.*—Covered online platforms that provide monetization features shall establish reasonable mechanisms to protect children appearing in monetized content.

Such mechanisms shall include:

- a. A reporting channel for harmful child-featured content;
- b. A process for flagging accounts that regularly monetize child-featured content;

- c. A mechanism, when technically feasible, allowing the child's protected share to be separately deposited or recorded;
- d. A takedown or demonetization process for content that violates this Act;
- e. Preservation of relevant payout and content records upon lawful request by competent authorities;
- f. A Philippine contact point or designated representative for child protection and privacy concerns, when the platform is doing business in the Philippines; and
- g. Reasonable safeguards against unknown adults privately contacting child content participants through platform features.

A platform shall not be liable for user-generated content solely by reason of hosting it, provided that it acts expeditiously upon valid notice of harmful or unlawful child-featured content.

SEC. 16. *Right of the Child to Content Removal.*—A child, through a parent, guardian, social worker, guardian ad litem, or upon reaching eighteen years of age, in the child's own name, may request the removal, restriction, demonetization, or de-indexing of child-featured content that:

- a. Humiliates, sexualizes, endangers, or exploits the child;
- b. Reveals sensitive child information;
- c. Was produced without age-appropriate assent;
- d. Was produced through coercion, pressure, manipulation, or deception;
- e. Causes bullying, harassment, stalking, grooming, or reputational harm; or
- f. No longer serves the best interests of the child.

Platforms, parent-administrators, sponsors, and advertisers shall act on urgent takedown requests involving safety, sexualization, location exposure, or severe humiliation within seventy-two hours from receipt of notice.

For non-urgent requests, action shall be taken within thirty days, subject to reasonable verification and due process.

The right to removal shall not apply to lawful news reporting, legitimate public interest content, evidence in legal proceedings, or content required to be preserved by law, provided that the child's privacy shall still be protected whenever possible.

SEC. 17. *Appointment of Guardian ad Litem or Independent Representative.*—When there is a conflict of interest between the child and the parent, guardian, manager, or content creator benefiting from the monetized content, the court or the proper child protection authority may appoint a guardian ad litem, social worker, or independent representative to act in the best interests of the child.

A conflict of interest shall be presumed when the parent-administrator refuses to disclose earnings, fails to deposit the protected share, continues posting harmful content despite objection, or financially benefits from content that humiliates, endangers, or exploits the child.

SEC. 18. *Complaints and Reporting.*—Complaints under this Act may be filed by:

- a. The child;

- b. A parent or legal guardian who is not involved in the violation;
- c. A relative within the fourth civil degree;
- d. A teacher, guidance counselor, social worker, health worker, or child protection officer;
- e. The barangay council for the protection of children;
- f. The Department of Social Welfare and Development;
- g. The Department of Labor and Employment;
- h. The National Privacy Commission, for privacy-related violations;
- i. The Council for the Welfare of Children; or
- j. Any person who has personal knowledge of facts showing that a child is being exploited, endangered, or deprived of protected earnings.

Complaints involving possible online sexual abuse or exploitation, trafficking, cybercrime, child abuse, or data privacy violations shall be immediately referred to the proper agency for investigation under existing laws.

SEC. 19. *Administrative Sanctions and Civil Liability.*—A parent-administrator, content creator, brand partner, advertiser, sponsor, agency, or platform that violates this Act may be subject to administrative sanctions, including:

- a. Restitution of unpaid protected earnings;
- b. Deposit of the required amount into the Protected Child Earnings Account;
- c. Interest on delayed or withheld protected earnings;
- d. Removal, restriction, or demonetization of harmful child-featured content;
- e. Suspension of monetization privileges, where applicable;
- f. Administrative fines; and
- g. Disqualification from entering into child-featured sponsored content for a period to be determined by the implementing rules.

Failure to deposit the required protected share shall make the responsible person liable for the unpaid amount, interest, and an additional civil penalty equivalent to at least twice the amount wrongfully withheld.

The child may file a civil action for accounting, restitution, damages, removal of harmful content, and other appropriate relief. The prescriptive period for claims involving unpaid protected earnings shall begin to run only upon the child reaching eighteen years of age or upon discovery of the violation, whichever is later.

SEC. 20. *Penalties.*—Unless the act is punishable by a heavier penalty under existing law, the following penalties shall apply:

- a. Any parent-administrator who knowingly fails to deposit the child's protected share shall be liable for restitution, administrative fines, and civil damages;
- b. Any person who falsifies earnings records, conceals platform payouts, or diverts the child's protected earnings shall be subject to increased fines and possible criminal prosecution under applicable laws;
- c. Any person who produces, publishes, sponsors, or monetizes prohibited child-featured content after notice shall be liable for administrative fines and removal orders; and

d. Any platform that repeatedly fails to act on verified urgent takedown requests involving harmful child-featured content may be subject to administrative fines and other remedies allowed by law. Acts involving sexual exploitation, trafficking, child abuse, cybercrime, or unlawful processing of personal information shall be prosecuted under the appropriate special laws.

SEC. 21. *Implementing Agencies.*—The Council for the Welfare of Children shall serve as the lead coordinating body for the implementation of this Act.

It shall coordinate with the Department of Social Welfare and Development, Department of Labor and Employment, National Privacy Commission, Department of Information and Communications Technology, Department of Justice, Department of Trade and Industry, Bangko Sentral ng Pilipinas, and other concerned agencies.

The implementing agencies shall develop child-sensitive procedures for registration, reporting, takedown requests, accounting, dispute resolution, and protection of child earnings.

SEC. 22. *Implementing Rules and Regulations.*—Within one hundred eighty (180) days from the effectivity of this Act, the Council for the Welfare of Children, in coordination with the concerned agencies, shall promulgate the implementing rules and regulations.

The rules shall include:

- a. The registration procedure for Covered Child Influencer Accounts;
- b. Standards for determining attributable earnings;
- c. The form and requirements of the Protected Child Earnings Account;
- d. The procedure for accounting and inspection of records;
- e. Takedown and removal procedures;
- f. Standards for child assent;
- g. Due diligence duties of brands, advertisers, agencies, and platforms;
- h. Coordination with child labor permits, data privacy remedies, and anti-OSAEC mechanisms;
- i. Administrative fines and enforcement procedure; and
- j. Child-friendly complaint and referral pathways.

SEC. 23. *Non-Diminution of Rights.*—

Nothing in this Act shall be construed to diminish the rights and remedies of children under existing laws, including laws on child protection, child labor, data privacy, cybercrime, violence against children, trafficking in persons, and online sexual abuse or exploitation of children.

SEC. 24. *Separability Clause.*—If any provision of this Act is declared unconstitutional or invalid, the remaining provisions not affected shall remain in full force and effect.

SEC. 25. *Repealing Clause.*—All laws, decrees, executive orders, rules, regulations, and issuances inconsistent with this Act are hereby repealed, amended, or modified accordingly.

SEC. 26. *Effectivity.*—This Act shall take effect fifteen days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,