

AG Fitch Secures Landmark Agreement with Roblox to Protect Children Online



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Lynn Fitch

(Jackson, Mississippi) Today, Attorney General Lynn Fitch announced a settlement with the popular gaming platform Roblox, securing transformational changes for children and teens, including:

- blocking adult interaction with teens and children,
- age verification and parental consents,
- no nighttime notifications, and
- access to only age-appropriate content.

"Big Tech put their profits ahead of our children's physical safety and mental wellbeing," **said Attorney General Lynn Fitch.** "That's unacceptable and we will continue to hold them accountable. Our children's future depends on our willingness to seek transformational change in this digital age, and we will accept nothing less. With this settlement, Mississippi is raising the bar on what we expect from these companies, and we will continue to press to bring other Big Tech companies to heel."

As part of the agreement with Roblox, parents will also have expanded control over their children's use of the platform, which allows parents to restrict who their children talk to, how long their children are online, and the games they access, as well as the transfer of in-game currency, "Robux." And default settings will not permit personalized advertising or push notifications without parental consent.

General Fitch also secured heightened standards to detect grooming behavior, predatory conduct, and suspicious communication patterns involving minor users. Further, under the agreement, unlike other Big Tech companies that utilize or are moving to utilize end-to-end-encryption, Roblox will also commit to continue to not allow communication involving minors to be encrypted. Unencrypted communication allows law enforcement to be able to more easily combat child exploitation networks, trafficking, and the distribution of illegal and harmful content. Roblox will also hire an in-state law enforcement liaison to ensure the Attorney General's Internet Crimes Against Children (ICAC) Task Force and other law enforcement have real time or near-real-time 24-7-365 access.

The settlement also includes \$9 million to help fund new digital literacy education created, but not funded during the 2026 Legislative Session, as well as a fully-funded parental empowerment and education program. In addition, the settlement provides for liquidated damages of \$5 million to ensure Roblox's compliance with the terms of the agreement.

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