Video Compliance Brief:
Consent Standards, AI Transparency, and Platform Moderation

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Federal Updates

Congress spent the last quarter focused heavily on children's online safety, AI governance, and data practices across platforms. Lawmakers renewed pressure to advance the *Kids Online Safety Act*, which would introduce a strict "duty of care" for platforms and heightened restrictions for minors under 13 online. Multiple congressional committees held hearings examining how AI chatbots interact with minors, how deepfakes spread across social platforms, and whether companies are moderating political content under government influence. Federal agencies also increased scrutiny: the Federal Trade Commission brought actions against companies for deceptive subscription flows, *Children's Online Privacy Protection Act* violations, and undisclosed sharing of minors' data, while courts continued to wrestle with how copyright law applies to AI model training. Several bipartisan bills surfaced—from AI liability to transparency around AI-driven job displacement—signaling that Congress sees AI and youth protections as intertwined policy priorities heading into 2026.

What This Means for Video Advertising:

Tighter rules around minors will reshape how youth-inclusive video campaigns operate, including targeting, personalization, and measurement. Creative formats that blend video with chat-based engagement or AI-generated elements may require new review processes. Publishers and platforms should raise their own safety thresholds, which will influence where ads can run and how they can be optimized. Political content rules should also spill over into brand safety requirements for advertisers, especially in streaming and social video environments.

AI Regulation & Enforcement

AI governance accelerated at every level of government. In Washington, agencies asked companies to detail how they train and test AI systems, how they mitigate hallucinations, and how they prevent models from amplifying bias. Senators pressed companies on deepfake political ads, hallucinated accusations, and synthetic media being used to mislead voters. Courts delivered mixed outcomes on training-data lawsuits, creating uncertainty about the long-term availability of large-scale datasets used for optimization, personalization, and ad relevance. Meanwhile, states, such as California, New York, and Colorado, advanced model-safety mandates, provenance rules, and age-gating requirements for AI systems. California's new law will require companies to disclose AI testing practices by 2027, marking the first substantial state-level AI safety reporting requirement in the U.S.

What This Means for Video Advertising:

AI-based planning, optimization, and creative generation will face rising transparency expectations. Advertisers may need more insight into how algorithms rank or recommend video content, how models learn from campaign data, and whether synthetic assets require labeling. Creative teams using AI tools will need provenance documentation, especially for political, financial, or health-related campaigns. As states diverge, national advertisers should expect uneven requirements for explainability, disclosure, and data governance, all of which affect how AI can be used in video planning and measurement.

Privacy, Data Sharing & Attorney General Actions

State privacy enforcement accelerated materially this quarter offering the industry clarity around regulatory expectations around data use and consent. California issued its largest-ever privacy settlements, which, taken together, highlight the importance of detailed, robust vendor due diligence, honoring consumer choice (e.g., opt-out of targeted advertising) and

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consent throughout the digital advertising lifecycle.Texas announced a record $1.375B settlement with Google related to data tracking and biometrics, while Florida sued Roku for allegedly selling sensitive data of minors. Several states revisited broad privacy and health-data bills to align definitions with Washington's *My Health My Data Act*, which regulates geolocation, app behavior, and sensitive browsing information. State attorneys general continued to treat data misuse as both a privacy and consumer-protection issue, broadening the types of cases they bring against platforms, streaming services, and ad-supported apps.

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Platform Accountability, Speech, and Safety

Congress and federal agencies also intensified attention on platform accountability, from concerns about jawboning and political speech moderation to lawsuits involving impersonation, deepfakes, and safety claims in youth-oriented environments. Hearings probed whether platforms apply age verification consistently, whether chatbots expose minors to harmful content, and whether video-based platforms misrepresent their safety standards. States opened investigations into gaming environments, streaming services, and education-tech companies over safety lapses and unauthorized data sharing. Internationally, the European Union advanced new DSA enforcement processes and tightened rules for researcher access to platform data.

What This Means for Video Advertising:

Video platforms should be more cautious about content, ad reviews, and safety controls. Advertisers may see changes in inventory availability, more restrictive targeting parameters, and new labeling requirements for certain video formats, especially those involving AI, political content, or youth programming. Creators, streamers, and platforms will face more pressure to authenticate media, which could influence branded content workflows and disclosure requirements.

Looking Ahead

As we wrap up this series for the year, here is the bottom line of what you need to keep in mind:

The policy landscape is moving toward stricter data controls, more oversight of AI systems, and heightened expectations for protecting minors. For video advertisers, this means preparing for:

- Less deterministic measurement and more modeling;
- New provenance and labeling expectations for AI-influenced creative;
- Tighter platform policies around youth content and political advertising;
- Greater documentation of data flows, partner roles, and consent signals; and
- A continued patchwork of rules requiring flexible, state-by-state compliance strategies.

You can check out the other Video Compliance reports: Q1, Q2, Q3.