

Better Internet for Kids (BIK) Policy monitor country profile 2025: POLAND

The BIK Policy monitor country profiles summarise findings about the implementation of the BIK+ strategy's three pillars (protection, empowerment, participation) across each of the EU's Member States as well as Iceland and Norway. Download the full [BIK Policy monitor report 2025](#) from the [BIK Policy monitor](#) on the new [BIK Knowledge hub](#) and access the [Polish country profile online](#) on the BIK Knowledge hub.

Introduction

The [Polish Safer Internet Centre \(SIC\)](#) is run by the consortium consisting of national research institute NASK (the project coordinator) and Empowering Children Foundation. The main aim of the Polish SIC is to promote safe and creative use of new technologies among children and young people, to combat illegal content online, and to help young internet users, parents and professionals in cases of threats related to the use of the internet and mobile phones.

BIK policies

Policy frameworks

Policy frameworks describe the overarching approach for a better internet, and establish the underlying goals, principles and guidelines that shape individual policies within this area.

- This topic is an **important and emerging policy priority** with children's online protection, digital empowerment and digital participation partially covered in national/regional laws, regulations and policies.

- There are **separate, dedicated policies which address the topic of children and the digital environment** (protection, empowerment, and participation).
- **The BIK+ strategy is very important in the national policy** on children and the digital environment (e.g., is explicitly referenced in national policies).
- **Children's rights in the digital environment are implied rather than explicitly recognised in policies** regarding children and the digital environment.

	High	Medium	Low	Not present
Coverage of BIK+ issues in national policies		X		
Integration of policy provision		X		
Influence of the BIK+ strategy	X			
Recognition of children's rights			X	

Table 1: Topic summary - policy frameworks

Key national policy frameworks are:

- The **National Policy for Digital Transformation in Education**, Ministry of National Education, expected to be adopted in 2024. It is also planned to prepare a School Digitisation Strategy in the near future.
- Poland's new **Digitisation Strategy** is currently in the consultation process. It includes aspects such as children's mental health and provides for the creation of a system to combat content harmful to children
- The **National Plan to Counter Crimes Against Sexual Liberty and Vice to the Detriment of Minors for 2023-2026** envisages supplementing the legal system with solutions to raise the standard of protection for minors against sex crimes, including in cyberspace (by 2026). The document outlines actions to analyse the feasibility of implementing technological tools for proactively searching the Internet for pornographic content involving minors. It also calls for a review of

existing legislation concerning minors' online protection and guidelines for using Internet-enabled devices safely. Additionally, the National Plan includes conducting prevention classes on protecting sexual freedom and morality online, as well as establishing a notification mechanism for reporting harmful acts against minors in cyberspace.

- In addition to the draft implementation of the Digital Services Act, which is still in the governmental stage, the Ministry of Digital Affairs is working on a [draft law to protect minors from accessing harmful content on the internet](#). This draft is currently under consultation. A [citizens' bill](#) has also been submitted to the Parliament in this regard.
- Children's online safety is mentioned in the Republic of [Poland's Cybersecurity Strategy 2019-2024](#) in 'objective 4 - Building public awareness and competence in cybersecurity.'
- In July 2024, the Parliamentary Committee on Children and Youth Affairs was established, and a number of its meeting was dedicated to the topic of children's rights online. During its work, such topics as the image of children in digital media, threats against children on the Internet and child labour on the Internet, among others, are considered. During the commission's meetings, representatives of public bodies responsible for children's issues are invited, but also experts and practitioners.

Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

- **Quantitative data on some aspects of children's digital activity is collected regularly** as part of broader surveys.
- **Surveys of children's experiences** of risks, harms and digital well-being **are undertaken on an ad-hoc and irregular basis.**

- **Systems are in place at the government level** to gather information on children and the digital environment (e.g., dedicated research units, think tanks or commissions).
- Regarding research funding, **there are occasional special initiatives** to gather evidence about children and the digital environment.
- There is **no systematic monitoring or evaluation of policies** on children and the digital environment.
- **Policies undergo systematic and regular monitoring and evaluation** to assess the effectiveness of actions in different contexts (e.g., to take account of new technologies or emergent risks).

	High	Medium	Low	Not present
Regular data collection		X		
Data on risks, harms and digital well-being			X	
Information systems	X			
National research fund			X	
Monitoring and evaluation	X			

Table 2: Topic summary - policy design

Recent national research studies include:

- In 2026, in the survey of ICT usage of households and individuals, parents of children under 16 will be asked about their children's use of electronic devices (computer, tablet, smartphone). Data for 2022 and 2024 on the use of ICT devices by children is available [here](#) (in Polish version only).
- In 2024, a national survey was conducted by the Ombudsperson's Office regarding children's rights in Poland, where a number of questions regarded children's online activities. Some of the [preliminary results](#) have already been published with the full report expected later in 2025.

- Poland is also a [participant in the EU Kids Online survey](#) which collects data on a periodic basis.
- There are also various surveys undertaken on national level by NASK, the co-coordinator of the [Safer Internet Centre \(SIC\) Poland – Teenagers 3.0](#) (2017, 2021, 2023)

Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery, and whether structured mechanisms are available to guide their implementation.

- **The lead ministry, public agency or regulatory authority is an informal arrangement** depending on the requirements at a particular point in time.
- **Coordination of policies and their implementation is distributed across multiple entities.**
- **One or more programmes of action is/are underway** supporting children's online safety and participation in the digital environment. However, these lack accountabilities such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

	High	Medium	Low	Not present
Lead ministry for policy development			X	
National coordination body			X	
National action plan or strategy		X		

Table 3: Topic summary - policy governance

Responsibilities are divided among a number of actors, which include:

- The Ministry of Digital Affairs – responsible for Poland's Cybersecurity Strategy; and The Ministry of the Interior and Administration and the Police – responsible for developing policies in the area of preventing and combating

crime – including crimes related to child sexual abuse online, hate speech, cyberbullying and the like. The National Plan on the prevention of crimes against sexual freedom and morality affecting minors comes under the responsibility of the Ministry of Justice and Ministry of National Education.

- The **Ombudsperson for Children**, recognising the need for legislative changes in the area of children's safety in the digital environment, addresses relevant institutions and state bodies with proposals and recommendations. They work with ministries for digitisation, education, and justice to create effective legal solutions. While policies may vary across ministries, the Ombudsman monitors the situation and takes steps to enhance online protection for children.

Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development. Children's involvement in policy-making is one such key issue. Additionally, international knowledge exchange about children's digital participation is also relevant to this topic.

- **Various groups exist across different branches of government**, in which stakeholders may contribute to policy discussion and development.
- **Members of the public are consulted only when new policies are being developed.**
- **Children are actively involved in the design of policies** related to their participation in the digital environment. There are specially designed structures in place for this purpose.

	High	Medium	Low	Not present
Stakeholder forum		X		
Consulting the public on BIK topics		X		
Involvement of young people	X			

Table 4: Topic summary - Stakeholder involvement

- In Parliament, a Committee on Children and Youth has been established, bringing together representatives of the government and various organisations, together with the Polish Safer Internet Centre representatives. The Committee addresses topics including the online safety of children and young people.
- A representative of the [Office of the Ombudsperson for Children](#) was involved in the activities of a working group on the protection of minors on the Internet, operating under the Ministry of Digitisation. Its task was to develop solutions to increase the protection, especially of minors, from access to harmful content on the Internet.
- At the [Office of the Ombudsperson for Children](#), all initiatives are consulted with young people to ensure that their voice is included in both the decision-making process and the actions taken. This includes initiatives for a safe digital environment. There is a [Children and Youth Council](#) established by the Ombudsperson for Children, which actively participates in reviewing and co-creating activities to protect the rights of the youngest. In addition, a new Children and Youth Participation Team has been established to strengthen young people's involvement in issues that affect them and to promote their active participation in shaping policies and initiatives at the national, local and regional levels.
- Moreover, there is a youth panel coordinated by the [Polish Safer Internet Centre](#) that is being invited to consult on new policies and regulations, and is being invited to main events dedicated to this area, such as IGF Poland. Youth Panel representatives also actively take part in European Youth Panel meetings in Brussels and act as Youth Ambassadors.

BIK+ actions

Pillar 1 – Safe digital experiences

Safe digital experiences refer to actions taken to protect children from harmful and illegal online content, conduct, contact, and risks as young consumers and to

improve their well-being online through a safe, age-appropriate digital environment created in a way that respects children's best interests.

Implementing EU laws

- The Ministry of Digital Affairs coordinates implementation. Legal solutions to implement the Digital Services Act (DSA) are currently undergoing public consultations. The draft act is under preparation. Pursuant to the Objectives published by the Ministry, the [Office of Electronic Communications](#) (Urząd Komunikacji Elektronicznej), the telecommunications and post regulator, will be appointed as the Digital Services Coordinator.

Harmful online content

- The Ministry of Digital Affairs is currently working on a draft Act on the protection of children from harmful content on the internet, which is expected to introduce solutions in this area. The definition of harmful content has not been adopted, although work is underway on a draft that would limit its availability to children ([Draft Law on the Protection of Minors from Access to Harmful Content on the Internet](#)). This draft does not include a definition of harmful content. However, the definition was worked out within the activities of a working group on the protection of minors on the Internet in the Ministry of Digitalisation.
- The Association of Internet Industry Employers (IAB Poland) has developed a [code of good practice](#) on technical safeguards or other appropriate measures to protect minors from harmful content in audiovisual media services.
- Children may make a complaint to [Dyżurnet.pl](#) hotline to report, among other things, CSAM, as well as pornography or otherwise illegal content according to the Penal Code, with the aim of removing such content from the internet.
- The [Office of the Ombudsperson for Children](#) receives a number of notifications on harmful online content. The Office's employees provide support and information on possible actions that can be taken by those who report such cases. At the same time, on the basis of the reports received, appropriate steps are taken to introduce effective regulations that will

increase the protection of children in the digital environment and limit access to dangerous content. The Bureau's employees also cooperate with Dyzurnet.pl, operating within NASK-PIB, to eliminate such content and take measures to ensure the safe use of the Internet by children.

Harmful online conduct

- National/regional laws, regulations or policies are in place to protect children and young people from intimate image abuse or 'the non-consensual sharing of intimate images'. Regulations of the Penal Code cover the issue, and these offences can be investigated by the national law. All citizens can use Art. 14 section 1 of the Act on the Provision of Services by Electronic Means (Dz.U. z 2002 r., nr 144, poz.1204 z późn. zm.). The responsibility of an intermediary (for example, websites publishing texts) begins when the user informs him about the unlawful nature of the published data.
- Regarding cyberbullying, the issue is covered by regulations of the Penal Code, and these offences can be investigated under national law. Children and young people can assert their rights according to general laws. The matter is also covered by general regulations of the Criminal Code.

Age verification

- In addition to the draft implementation of the Digital Services Act, which is still in the governmental stage, the Ministry of Digital Affairs is working on a draft law to protect minors from accessing harmful content on the internet. This [draft](#) is currently under consultation.
- A person aged 13 or older can create a trusted profile, which allows them to confirm their identity when using electronic government services. They can also create a profile in the [mCitizen](#) application, which allows them to use electronic identity documents.

Commercial content

- Recommendations of the President of the Office of Competition and Consumer Protection (UOKiK) on the [labelling of advertising content by influencers on social media](#) are available. However, there is growing problem of the lack of

regulation of children's work as social media influencers. There is a need for regulatory action to protect underage online creators.

- Apart from the Anti-Unfair Competition Law, which covers some of the topics indicated, there is no specific regulation of commercial practices toward children. However, there are legal acts prohibiting, among other things, the targeting of advertising of medicinal products and alcohol in particular to children. There is an initiative from the Ombudsperson for Children on loot boxes in computer games. She asked that these mechanisms be included in the Gambling Act, which would make them inaccessible to minors.

Mental health and well-being

- There is telephone and online support - Helpline for Children and Young People 116 111, Helpline for Parents and Teachers 800 100 100. Within these two projects, help is provided to young internet users, parents and professionals in cases of risks associated with the use of the internet.
- The [Office of the Ombudsperson for Children](#) operates the Children's Helpline 800 12 12 12, which children can call with any problem, including those related to difficulties in the digital world. The phone line provides assistance from psychologists who offer emotional support and crisis counselling. The goal of the phone is to provide children with an anonymous and safe space to talk, where they can voice their concerns and get help and emotional support.

	In place	In development	Other activity	Not in place
Codes of practice	X			
DSC implemented		X		
Definition of harmful content				X
Bodies can order content removal	X			
Children's complaints mechanism	X			
Intimate image abuse laws	X			

Cyberbullying laws	X
Age verification requirements	X
Digital identity systems (EUDI)	X
Consumer codes of practice	X
Mental health measures	X
Addressing unfair commercial practices	X

Table 5: Topic summary - pillar 1: safe digital experiences

Pillar 2 – Digital empowerment

Digital empowerment incorporates actions so that all children, including those in vulnerable situations, acquire the necessary skills and competences to make sound choices and express themselves in the online environment safely and responsibly.

Supports for online safety education

- The [National Curriculum for General Education](#) describes skills related to the safe use of new technologies.
- The [Nationwide Educational Network](#) (referred to as 'OSE') is a program operating under the Act on the Nationwide Educational Network of October 27, 2017. According to the act, OSE is a public telecommunications network through which schools receive free access to high-speed internet along with network and ICT security services and services to facilitate access to digital technologies. The operator of OSE is the Naukowa i Akademicka Sieć Komputerowa - Państwowy Instytut Badawczy ('NASK'), supervised by the Minister of Digital Affairs. The provision of ICT security services includes protection against malware, monitoring of threats and network security, and prevention of access to content that may pose a threat to the proper development of children.
- A public debate is underway regarding regulations on phone use at schools. For now, it remains the decision of the individual institutions.

- The Awareness Centre, operating within the [Polish Safer Internet Centre](#), organises numerous webinars, lessons, and workshops for teachers and other professionals interested in online safety. PSIC also hosts the largest conference in Poland dedicated to these issues - the International Conference 'Keeping Children and Young People Safe Online'. Additionally, the Empowering Children Foundation runs an online educational platform that serves as a publicly accessible knowledge base for teachers on online safety.
- Since 2021, the [Cyberlekcje](#) project has been implemented on behalf of the Ministry of Digital Affairs. It is designed for teachers and offers teaching materials for all educational levels, as well as in-person training sessions.

Digital literacy skills to empower young people

- The [National Policy for Digital Transformation in Education](#) provides students with the skills to safely use new technologies. The National Policy for Digital Transformation in Education will include the issue of the safe and effective use of digital resources. The National Curriculum for IT Education describes skills for the safe use of new technologies.
- NASK has conducted research on the use of AI in education, and based on the findings, further initiatives will be undertaken to support the integration of artificial intelligence into the learning process. In general, teaching digital competencies is becoming increasingly present in schools, equipping students and educators with the necessary skills to navigate the evolving digital landscape.
- NASK also operates the Disinformation Analysis Centre, which aims to protect citizens, including children and youth, from disinformation. As part of its efforts, the centre conducts training sessions for children to help them recognise and counteract misleading information. These initiatives contribute to strengthening media literacy and critical thinking skills among young people.
- One of the main goals of the Digital Youth Forum (PSIC event for youth) is to strengthen young people in their digital skills. The School with Class

Foundation conducts a free educational program for children in primary schools and kindergartens, showing them how to explore the internet safely and responsibly. Moreover, NASK was coordinating a project in consortium with Romania and Latvia under the Creative Europe program, dedicated to media education and critical thinking: 'Make it Clear - educating young people against disinformation.'

	In place	In development	Other activity	Not in place
Teaching online safety	X			
Online safety policies in schools			X	
Informal education about online safety	X			
Adequate teacher training	X			
Basic digital skills training		X		
Critical media literacy	X			
Creative digital skills	X			

Table 6: Topic summary - pillar 2: digital empowerment

Pillar 3 – Active participation, respecting children's rights

Active participation, respecting children's rights, refers to actions which give children and young people a say in the digital environment, with more child-led activities to foster innovative and creative safe digital experiences.

Active participation

- In Poland, the Local Government Act allows for the establishment of youth councils at the county and provincial levels. Youth councils represent youth interests to local government bodies and help integrate youth communities. Within the Polish Safer Internet Centre (PSIC), there is the Youth Panel - Digital Future of Students, which is involved in consulting educational

materials, sharing experiences in online activities, and consulting on new trends. The Youth Panel also holds both in-person and online meetings.

- As a new initiative within the Polish Safer Internet Centre (PSIC), the Cyber Spot project has been launched. This initiative focuses on establishing digital councils across the country in schools, enabling young people to take the lead in educating their peers about online safety. These councils can also organize events such as Safer Internet Day in schools, fostering a culture of digital responsibility among students.
- Additionally, representatives of youth panels at the Polish Safer Internet Centre actively participate in BIK Ambassadors' initiatives, European consultations, and youth panel meetings in Brussels, ensuring that young voices are heard in shaping digital policies and online safety strategies at both national and European levels.
- Moreover, at the Office of the Ombudsperson for Children, all initiatives are consulted with young people to ensure their voice is considered in the decision-making process. There is a Children and Youth Council attached to the Ombudsperson, which actively participates in the opinion and co-creation of measures to protect the rights of the youngest. The children's opinion was heard and considered in creating the nationwide campaign on image protection, 'More respect for the young image.' In addition, a new Children's Participation Team has been established to strengthen young people's involvement in issues that affect them and to promote their active participation in shaping policies and initiatives at the national level.

Supporting children's rights

- In 2024, the Ombudsperson's office implemented the social and educational campaign 'More respect for the young image', which aims to emphasise the fundamental importance of protecting young people's image online, for the sake of their safety, privacy and respect for their rights. An extremely important element of the action is to show that it is fundamental to listen to young people when it comes to deciding on their online image. Each

elementary school in Poland have received printed educational materials – posters and leaflets.

- The Digital Education and Online Safety Team was established at the [Office of the Ombudsperson for Children](#) in 2024. Its goal is to ensure that the rights of young people in the digital environment are respected, to educate children, young people, parents and educators about online safety, responsible use of new technologies and the development of digital competence.

Digital inclusion

- The [National Integrated Educational Platform](#) offers digital educational resources. The [Polish Safer Internet Centre](#) also organises the [Digital Youth Forum](#), numerous events as part of the Youth Panel and Safer Internet Day celebration.

	In place	In development	Other activity	Not in place
Promoting active participation and civic engagement	X			
Involvement in policymaking	X			
Awareness raising on children's rights	X			
Child-friendly versions of policy documents			X	
Addressing digital inequalities	X			
Supports for marginalised groups	X			
Positive digital content	X			

Table 7: Topic summary - pillar 3: active participation, respecting children's rights

Best practices

Example 1: Children's Ombudsman campaign on protecting children's images online 'More respect for the young image'

This is the [first part of a series](#) of educational campaigns that the Office of the Ombudsperson will conduct for Children. Its goal is to emphasise the fundamental importance of protecting the image of young people on the Internet. All elementary schools in Poland have received printed educational materials. Within the campaign, the lesson scenarios for children on how to protect their image online have been prepared.

Example 2: Safer Internet Day

As part of the celebrations for Safer Internet Day in both the current and previous years, [Office of the Ombudsperson for Children](#) organised online lessons for schools. On each occasion, over 200,000 students have participated in 32 lessons. In addition, as part of SID, local institutions, primarily schools, are encouraged to organise events. In SID 2024, approximately 1.3 million participants took part, mainly children and young people, but also the entire school community, including parents and guardians. In online webinars, 4,520 professionals participated in 20 meetings.

Example 3: Organising Workshops on the Development of IT (Digital) Competencies as a Key Skill in the Context of Job Searching, Employment, and Communication

The workshops are aimed at young people entering the labour market and cover data protection and digital ethics topics. In 2023, approximately 1,000 people participated, while in 2024, around 2,500 individuals aged 15-24 took part. Workshop topics included job search strategies, digital skills development, and using artificial intelligence in everyday work, personal life, education, and job searching.

BIK+ index 2025: Poland

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Poland compared to the EU27+2 average. Values are shown in per cent.

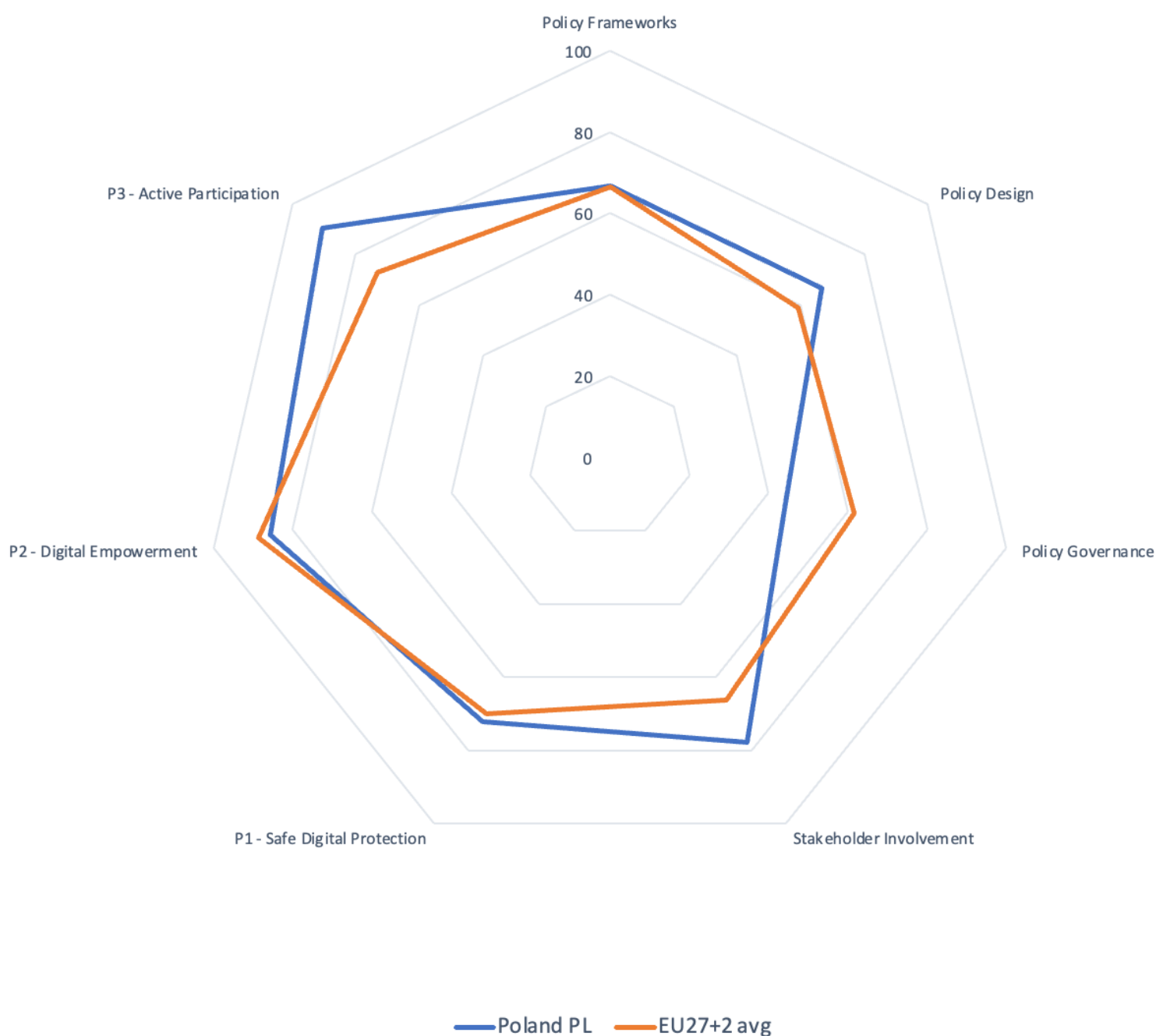


Figure 1: BIK+ index 2025: Poland - EU27+2 average comparison



better-internet-for-kids.europa.eu



[@Insafenetwork](https://twitter.com/Insafenetwork)
[@safeinternetday](https://twitter.com/safeinternetday)



facebook.com/saferinternet
facebook.com/SaferInternetDay



linkedin.com/company/better-internet-for-kids



youtube.com/@betterinternetforkids



info@betterinternetforkids.eu

Better Internet for Kids