

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

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 [Danish country profile online](#) on the BIK Knowledge hub.

Introduction

The BIK+ agenda is a priority for the current Danish government. It is not explicitly referred to in national policies, but the principles of the BIK+ strategy are integrated into the work of the [Danish Media Council](#). The Media Council's work as awareness centre and coordinator of the [Safer Internet Centre Denmark](#) is in cooperation with Save the Children Denmark and Centre for Digital Youth Care. The awareness centre develops awareness materials, events etc. on children and young people's digital lives with a focus on media and digital literacy.

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 **comprehensively addressed** with children's online protection, digital empowerment and digital participation incorporated into 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 an important influence on policy development** on children and the digital environment that informs and guides national policies, even if they do not directly refer to BIK+.
- National/regional policies and policy documents **explicitly recognise children's rights** in 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:

- In 2023, the Danish government established a **Commission on Wellbeing for Children and Youth**, which was tasked to investigate the reasons why some children and young people experience low well-being, and to make recommendations on how to contribute to greater well-being among children and young people in Denmark. The Commission published its **35 recommendations** in February 2025. Part of the Commission's work involved investigating the well-being of children and young people aged 0-25 years online.
- The Danish government has also initiated the 'Alliance for safe digital lives for children and youth', including the main children and youth organisations in Denmark, as well as representatives of Danish municipalities. The Alliance works to develop voluntary but binding agreements across national actor

within industry, civil society and governmental bodies to ensure clear guidance for parents on children's digital lives, age-appropriate device-settings, local initiatives towards greater safety measures at schools etc, and pushing towards vigorous enforcement on digital safety for children in the EU and better national monitoring and enforcement of existing regulation.

- Pursuant to the Danish Media Agreement 2023-2026, a new [Center for Social Media, Tech and Democracy](#) has been established within the Ministry of Digital Affairs. Its main focus areas are research and policy-making, and providing better protection for children online is a key task. The Centre is also tasked with following up on the relevant recommendation from the [Nordic Think-Tank for Tech and Democracy](#), which includes working to increase safety for children and young people online.
- Children's rights in a digital environment are secured through national legislation, where the [Danish Media Council for Children and Young People](#) is established under the Danish Film Law and subsequent executive orders with the purpose of working with and securing children's digital rights. The Media Council's work on digital literacy was strengthened pursuant to the Danish Media Agreement 2023-2026.
- The goals of the BIK+ are also incorporated into the Danish Government's [National Strategy for Digitalisation](#), which was adopted in November 2023. The strategy prominently features the role of children and youth in the digital domain. It addresses strengthening children's and youth's digital competences by proposing a subject on technology understanding in primary education.
- Regarding children's rights, the Danish Media Council has released [non-binding ethical guidelines](#) for digital service providers. The guidelines refer to children's rights in a digital environment. The guidelines do not express public policy as such, as the council is independent.

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.**
- Monitoring and evaluation of national policies on this topic is ad hoc,** infrequent and not systematic.

	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:

- The **Danish Ministry of Culture** regularly, and until 2022 annually, publishes reports on the Danish population's media usage, including internet and social media usage. These regularly performed surveys also reflect children 12 years old or older.

- The Danish public service broadcaster Danish Broadcasting Corporation systematically collects data on children's digital activities and publishes the results annually.
- The [Danish Competition and Consumer Authority \(DCCA\)](#) has recently run a large survey with children and young consumers aged 8-25, as well as parents of those under 18. The survey [Young Consumers and Social Media](#) covered social media usage, smartphone introduction, well-being as well as a range of psychometric measures of the individual child. The survey was combined with national registry data of well-being measured in schools, and socio-demographics and screen time usage via screen-shots.
- The [DCCA](#) is currently analysing research results of a randomized field experiment with 250 children aged 13-17, testing various tools for boosting awareness about social media use and managing social media use.
- The [Danish Media Council](#) is also involved in a project headed by the Swedish authority, together with their Scandinavian counterparts, to create a [Media and Information Literacy Index](#) across the Nordic countries. The project is in the procurement phase.
- In 2022, the Danish government appointed an external tech expert group in order to strengthen the legal framework surrounding tech giants. In June 2023, the expert group submitted [13 concrete recommendations](#) on how to handle better some of the issues associated with the tech giants' platforms with a strong focus on protection of minors.
- Currently, the [Danish Competition and Consumer Authority](#) is conducting a [study](#) where possible regulatory initiatives against harmful retention mechanisms in games and on social media, including e.g. loot boxes aimed at children and young people, is investigated.

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.

- **Policy development sits across different ministries** with leadership distributed according to the area of specialisation.
- **Coordination happens more informally across the different departments and entities** that contribute to government policies, guidelines, and programmes regarding children and the digital environment.
- **One or more programmes of action is/are underway** supporting children's online safety and participation in the digital environment.

	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

- The protection of children in the digital environment is dealt with across a range of ministries. Overall, digitalisation is dealt with by the [Ministry of Digital Affairs](#). Protection of minors is dealt with more specifically in various areas across a broad range of Ministries.
- The Government has initiated the preparation of a white paper regarding initiatives to protect children online, including potential legislative initiatives.
- In November 2023, the Danish Government presented [The National Strategy for Digitalisation](#), which allocates 160 million DKK to technological understanding in primary school education. Both the Quality Program and The National Strategy for Digitalisation are currently undergoing political negotiations.

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 regularly and routinely consulted** as part of the policy development process.
- **Children are listened to directly in the policy development process** (e.g., through hearings, consultations, specific surveys) but are not formally involved in decision-making.

	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 2022 the Danish government appointed an external expert group consisting of representatives with expertise and experience related to the big tech agenda. In February and November 2024, the external tech expert group submitted their final two reports. The second report focuses on **boundaries for big tech and the use of AI**, with an emphasis on the protection of minors.
- The **Center for Social Media, Tech and Democracy** also involves stakeholders who focus on online conditions for children and young people.
- The **Danish Media Council** is a coordinator within the **Danish Safer Internet Center** (SIK Denmark) and is in charge of the SIC's Advisory Board, which consists of a range of relevant stakeholders in the field of children's online and digital use.
- Children and their representatives are indirectly involved in the legislative process through public hearings when draft legislation is put forward. For

example, organisations such as Children's Welfare, The National Council for Children, and Save The Children Denmark represented the children's voices in a hearing regarding new legislation on digital tools in daycare.

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

- National legislation was passed in 2023 to implement the [Digital Services Act \(DSA\)](#). The [Danish Agency for Digital Government](#) has been appointed the Digital Services Coordinator (DSC). The DSC has awarded the NGO [Red Barnet](#) (Save the Children Denmark) the status as Trusted Flagger under DSA, article 22.
- The [Danish Ministry of Digital Affairs](#) is conducting an investigation on harmful content and design features for children and youth together with other ministries. One of the objectives of the investigation is coming forward with a proposal for closer definition of harmful content and design features.

Harmful online content

- While there is ongoing work looking into the definition of harmful content and functions for children online (as well as harmful categories), there is no definition of harmful content on the way that will be included in laws, regulations or policies. It will only be a proposal for harmful categories of content.
- The [Danish Radio and Television Board](#) has the authority to order the cessation of activities for video-on-demand services or temporary or final

suspension of the company for video-sharing platforms as long as the video-on-demand service or video-sharing platform is established in Denmark.

- According to the Danish Marketing Practices Act § 32 (2), the [Consumer Ombudsman](#) may issue an order if an action is clearly in conflict with the Act and cannot be changed by negotiation.
- It is possible for children to complain to the Danish Consumer Ombudsman e.g. concerning advertisement on social media or to the market surveillance authorities in Denmark regarding a product they have purchased online or in physical stores. However, these mechanisms are not dedicated specifically to children.

Harmful online conduct

- National/regional laws, regulations or policies are in place to protect children and young people from intimate image abuse, sometimes called 'revenge porn' or 'the non-consensual sharing of intimate images'. Under section 226 of the Danish Criminal Code, any person who takes pornographic photographs or makes pornographic films or similar recordings of a person under 18 years of age with intent to sell or otherwise distribute the material is sentenced to a fine or imprisonment for a term not exceeding six years.
- Regarding cyberbullying, the [Act on Educational Environment](#) states that every student is entitled to a good educational environment, including a mental environment. The Act has a section that focuses on bullying. In this section, it is stated that every school is obligated to have an anti-bullying strategy, including digital bullying. Furthermore, the school is obligated to make a plan of action if a student is being bullied.

Age verification

- Denmark has implemented AVMS-directive 2018. This means that video-sharing platforms registered in Denmark are obliged to take appropriate measures to protect minors from content that may impair their physical, mental or moral development. One of these measures can be, if appropriate, establishing and operating age verification systems for users of video-sharing

platforms. The same goes for audiovisual media service providers under Danish jurisdiction.

- Traders selling tobacco, nicotine and alcohol products online are obligated to confirm that buyers declare that they are above the set age limit before a sale can go through. Currently, it is sufficient to have a pop-up box where you state whether you are above the age limit. However, in the near future, age verification will be required to be more effective. This could, for example, be done by using the current national eID-solution like [MitID](#), the Danish digital identity system, or by creating a user using a passport or another valid legitimization.
- Minors can access [MitID](#) from the age of 13 years. This is to access various self-service solutions, i.e. online banking or tax information for minors in spare time employment. However, the use of self-service solutions is contingent on the solution's own age limit, not the possession of MitID.

Commercial content

- The Danish Consumer Ombudsman has published [guidelines](#) regarding marketing towards children and minors, including guidelines and recommendations on the labelling of commercial content. The guidelines and recommendations are non-statutory. However, the guidelines have been negotiated with industry organisations and other relevant actors and are an expression of best practice. The guidelines explain how the Consumer Ombudsman interprets the laws under the institution's supervision.

Mental health and well-being

- The political agreement from December 2021 entails a strengthening of the broad digital literacy (so- called 'digital dannelse') of children and young people and agreement to implement a national effort for the digital education of children and young people. A [new digital platform](#) has been launched as part of the agreement. The platform will continuously be updated with new relevant content.

- The [Danish Health Authority](#) has provided guidance on how parents and others can support children and teenagers in applying recommendations for screen use during their free time. The recommendations are divided into three groups: children aged 2-4 years, children and young people aged 5-17 years, and adults.

	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

- As part of a political agreement from March 2024 it was decided that technology comprehension will be integrated into primary and lower secondary education from the school year 2027/2028. Technology comprehension will be integrated in selected, existing subjects and as an elective subject in the lower secondary education.
- The [Digital Strategy](#) addresses the strengthening of children's and youths' digital competences, i.e., by proposing a subject on technology understanding in primary education.
- The [National Agency for Education and Quality](#) has provided recommendations for the use of screens in primary schools in February 2024. This initiative is designed to ensure positive online environments in primary schools and the appropriate use of screens (computers, mobile devices, and interactive boards), contributing to high-quality teaching and student learning.
- To ensure good support for technological understanding in public schools, an initiative will be launched to develop further the new professional field in teacher education, including competence development of teachers in teacher education, which can strengthen the research, knowledge and teaching environment.

Digital literacy skills to empower young people

- The independent [Danish Media Council](#) is part of a national project on media literacy for children and young people aged 5 to 25, especially those in vulnerable positions. The Danish Ministry of Children and Education funds the project.
- On the Ministry of Children and Education's [teaching portal](#), there is free teaching material that consists of four handbooks focusing on critical thinking in teaching. The material aims to give children and young people insight into how the internet works and to support the dialogue about how one should behave online with consideration.

- The Danish Media Council is among others a part of the campaign Stop. Think. Check it., which is a campaign on misinformation, disinformation and mal-information. It consists of a series of short videos, a podcast and teaching material for young people from 14 to 29 years.

	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

- Educational environment representatives are pupils in primary and lower secondary schools who ensure pupils' perspectives are represented in the schools' efforts against bullying and contribute to raising awareness of children’s rights. Additionally, student councils have the right to choose a student as an educational environment representative who collaborates with the school's management, school board, and municipal council. Involving students ensures the practical implementation of democratic values.
- The Association of Danish Pupils (DSE) is a permanent participant in the forum ‘Sammen om Skolen’ (‘Together for the School’) further raises

awareness about children's and youth's perspectives, interests, and rights in primary schools regarding a positive learning environment, both physically and online. The parties involved in 'Sammen om Skolen' contribute to raising awareness about children's rights and the decision-making process regarding public school policies and policy development.

Supporting children's rights

- The [Danish Media Council](#) has published [ethical guidelines](#) for digital service providers and for gaming platforms. The ethical guidelines have been adapted into an educational material entitled "respect for rights", which will be published in the second quarter of 2025.
- The student council at the local school ensures the inclusion of various children's perspectives. Student councils can be formed in schools with grade levels above the 5th grade, which allows for the inclusion of different ages and gender. The composition of the specific student council is based on voluntarism. If the pupils do not form a student council, the principal of the school must encourage them to do so. In this way, children and young people can directly influence their school policy through the student council.

Digital inclusion

- The [Danish Media Council](#) is developing a quality label for children's content as a result of the Danish Media Agreement. The label aims to promote content with positive values and a certain quality for children.
- Also, pursuant to [Audiovisual Media Services Directive \(AVMSD\)](#) Art. 7a and the Danish Media Agreement, appropriate prominence will ensure the visibility of Danish public service media, which will increase the visibility of positive digital content and services for the entire population, including children.

	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

The independent [Danish Media Council](#) has published [ethical guidelines for digital service providers](#). The Media Council's ethical guidelines outline key principles for digital service providers to ensure that children and young people can engage in the digital environment safely and appropriately. These guidelines were created in collaboration with relevant stakeholders in the field. The ethical guidelines for digital service providers have been further developed into a set of ethical guidelines for digital gaming platforms. Both sets of guidelines can be found here: www.digitaletik.dk

Example 2

The independent Danish Media Council is a part of a [national project on media literacy](#) for young people and children at the age of 5-25 especially focusing on children and young people in vulnerable positions. The Danish Ministry of Children and Education funds the project. The project will launch extensively in 2025, but has a platform for educational materials which can be accessed here: www.on-undervisning.dk

BIK+ index 2025: Denmark

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 Denmark compared to the EU27+2 average. Values are shown in per cent.

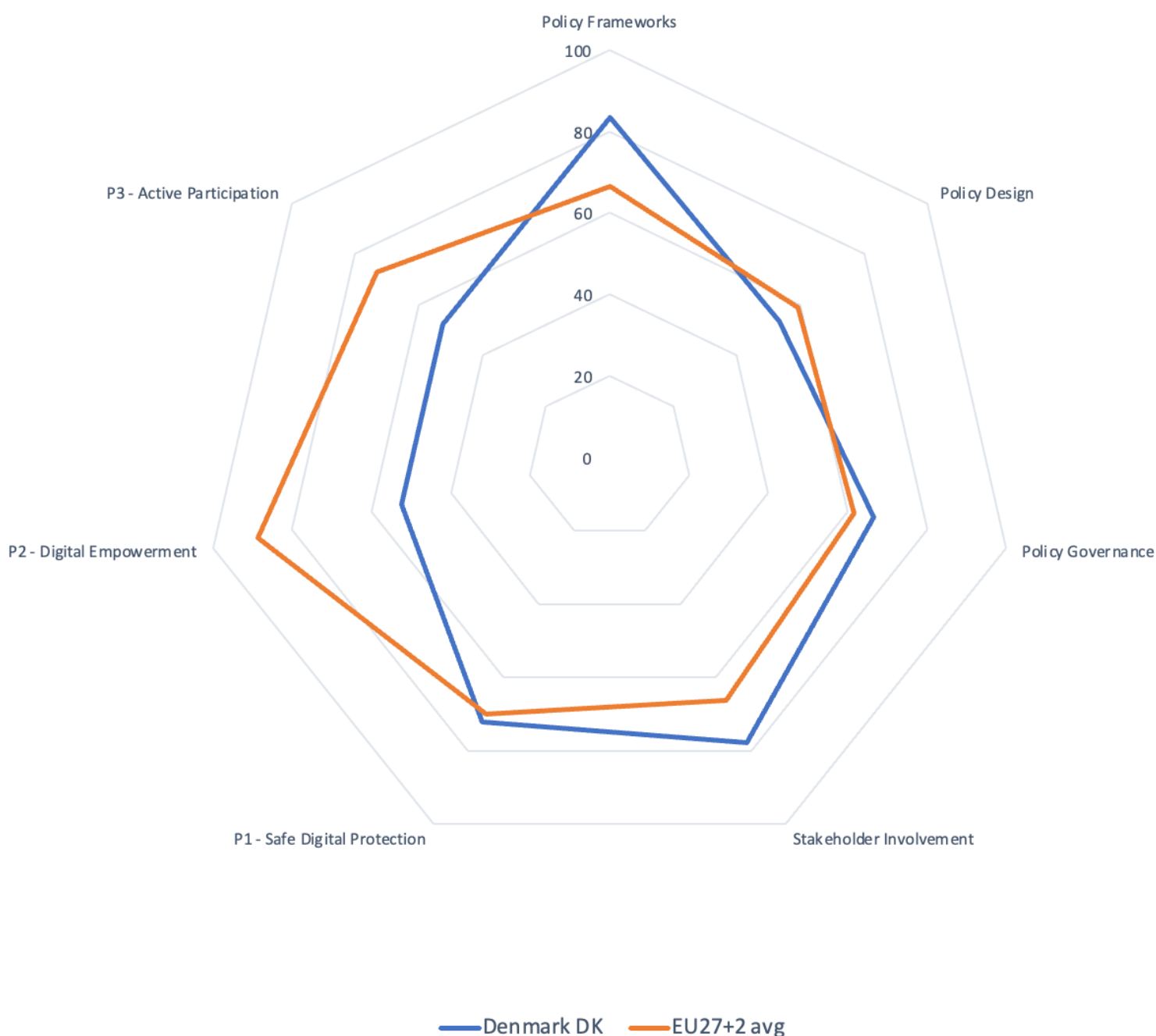


Figure 1: BIK+ index 2025: Denmark - EU27+2 average comparison



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