

# Country profile 2026: Poland

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## Introduction

According to the [Digital Decade 2025: Country reports](#), Poland's digital landscape has made steady progress toward European Union averages, particularly in infrastructure, though it faces ongoing challenges in human capital and the broader digital economy. Poland has a strong infrastructure foundation, with Very High-Capacity Network coverage at 83.8% and Fibre-to-the-Premises reaching 74.3%, both of which exceed EU averages.

Furthermore, 5G coverage has reached 90.3% of the population. In the digital economy, 68.9% of Polish SMEs have reached a basic level of digital intensity, and over half of all enterprises have integrated advanced technologies such as AI, cloud computing, and data analytics. Gender diversity is low; however, the share of female ICT specialists dropped to 17.5% in 2024.

According to the [State of the Digital Decade Eurobarometer 2025](#), public sentiment shows strong support for digital safety; 86% of Polish citizens believe authorities must prioritise protecting children online and implementing age-assurance mechanisms, while 84% support increased action against disinformation. Poland has introduced a State Digitalisation Strategy to 2035, focusing on AI and cybersecurity.

## BIK policies

### Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority		X		
Integrated policy			X	
Influence of the BIK+ strategy	X			
Recognition of children's rights			X	

Table 1: Policy frameworks - Poland

- **This topic is an important and emerging policy priority** partially covered in national/regional laws, regulations and policies.
- **The topic of children and the digital environment is covered by broader policies** rather than in separate dedicated policies.
- **The BIK+ strategy is very important in national policies** on children and the digital environment (for instance, it 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.

### Key developments and policy frameworks

- The new State Digitisation Strategy project is currently under consultation. The plan includes aspects such as children's mental health and provides for the creation of a system to combat content harmful to children.
- Issues of countering violence against children, including cyberbullying, are included in the National Plan to Counter Crimes Against Sexual Liberty and Vice to the Detriment of Minors for 2023-2026. Moreover,

issues of countering violence against children, including cyberbullying, are included.

- In addition to the draft implementation of the Digital Services Act, the Ministry of Digital Affairs is working on a [draft law](#) to protect minors from harmful online content, currently under consultation. A [citizens' bill](#) on this matter has also been submitted to Parliament.
- The State Development Strategy until 2035, introduced for public consultation, addresses children's digital skills and plans cybersecurity and digital literacy education for pupils, teachers, and parents. This also addresses topics such as children's digital skills and plans to provide cybersecurity and digital literacy education not only for pupils but also for their teachers and parents.
- The [State Cybersecurity Strategy 2025-2029](#) also covers protecting minors from harmful content, including CSAM, and plans to create a national hash database and a CSAM database (aligned with the National Plan). The plan includes developing new legislation to protect minors from harmful content, including CSAM. The plans also include creating the national hash-database and CSAM database (which is an addition to similar plans stated in the National Plan to Counter Crimes Against Sexual Liberty and Vice to the Detriment of Minors)
- [Resolution No. 204 of the Council of Ministers](#) (17 October 2023) adopted the National Plan for Counteracting Crimes Against Sexual Freedom and Morality against Minors for 2023-2026
- [Guidelines for child protection standards](#) on the Ministry of Justice website include guidelines for [Child protection on the internet](#). The Act of 28 July 2023 (Journal of Laws 2023, item 1606) introduced provisions increasing legal protection of children from violence, offline and online, and provided a basis for the National Plan. The Plan was developed by the Team Counteracting Crimes Against Sexual Freedom and Morality against Minors (established by the Minister of Justice in 2021), in collaboration with experts from multiple ministries, law enforcement, the Ombudsman's Office, NASK, and academia.

## 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.

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

Table 2: Policy design - Poland

- *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.*
- ***There are occasional special initiatives** to gather evidence about children and the digital environment .*
- ***Policies undergo systematic and regular monitoring** and evaluation to assess the effectiveness of actions in different contexts (for instance, to take account of new technologies or emergent risks).*

### Key national research studies

- An important recurring study is the **NASK-PIB research project “Teenagers” (Nastolatki)**. NASK has been conducting systematic research on teenagers’ online practices since 2014. The most recent report was published in September 2025. The studies are conducted by the NASK research institute and are funded by public resources.

- 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 2025, the [Office of the Children's Ombudsman](#) published two reports on the observance of children's rights in Poland. The first report, published in October, contained information on the state of children's rights in Poland, including in relation to the digital environment, while the second, published in December, refers directly to the issue of young people's right to privacy and to decide for oneself in the context of publishing images of young people online.
- There is no specific survey on this topic at Statistics Poland, though many surveys are conducted by a broad range of organisations depending on their specific needs. Statistics Poland does not monitor policies; it monitors their effects. To illustrate these effects, Statistics Poland publishes (among others) annual analytical, digital SDG reports, each focusing on a different aspect of sustainable development. The [Report](#), "Children in the context of sustainable development", was dedicated to children and provided a comprehensive analysis of various aspects of their lives.
- The [Office of the Children's Ombudsman](#), a constitutional body in Poland responsible for ensuring that children's rights are respected, regularly receives documents and draft legislation on digital safety. The Office's staff analyse these materials, assessing their compliance with children's rights and their effectiveness in protecting the youngest Internet users. Within their competences, they prepare opinions and recommendations that may influence the shaping of legislation to enhance children's safety in the digital world.
- The [Ministry of Justice](#) regularly analyses and reviews strategic documents and draft legislation concerning the protection of children's rights and digital safety, including preparing relevant information and making contributions to ensure children's protection from potential risks

of harm on the Internet. It also prepares opinions and legislative proposals to enhance children's safety in the digital world.

## Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

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

*Table 3: Policy governance - Poland*

- **Policy development sits across different ministries** with leadership officially distributed according to the area of specialisation.
- **Policy coordination and implementation are spread across multiple entities** without a clear central coordination mandate or mechanism. Coordination is inconsistent or siloed, leading to potential duplication, gaps, or fragmentation in addressing children's needs in the digital environment.
- **Government policy has yet to be developed into an implementable action plan** at this point, but this is under development.

## Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics		X		
Youth involvement in policy	X			

Table 4: Stakeholder involvement - Poland

- **Stakeholders are involved through various existing groups or platforms** across different government branches. While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- **The public is consulted during the development of new BIK policies.** While engagement is structured and meaningful, it is event-driven and does not occur outside of major policy formulation efforts.
- **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.

## Stakeholder mechanisms

- The “Team for the Protection of Minors” serves as a consultative and advisory body to the Minister of Justice. Its responsibilities include developing the [National Plan for Combating Violence Against Minors](#) and the [National Plan for Combating Crimes Against Sexual Freedom and Decency Against Minors](#), as well as assessing progress in their implementation. The team includes working groups that, among other things, analyse legal solutions to protect minors from abuse and initiate changes to relevant regulations.
- At the Office of the Children's Ombudsman, all plans and, consequently, all initiatives are consulted with young people to ensure that their voices

are heard and that the actions taken meet their needs. This includes initiatives for a safe digital environment. The Children's Ombudsman has established a [Children and Youth Council](#), whose term of office lasts one year, which actively participates in all activities undertaken by the Office. In addition, young people take an active and substantive part in all events organised by the Office.

## BIK+ actions

### Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children's best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games		X		
DSC measures protection of minors		X		
DSC-SIC working relationship		X		
Definition of harmful online content				X
Complaints handling mechanism	X			
Intimate image abuse laws	X			
Cyberbullying laws	X			
Age verification requirements		X		
Digital wallet for minors		X		
EU harmonised age verification		X		
Laws on online marketing	X			
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Poland

### Implementing EU laws

- All gambling games, including online gambling, are intended exclusively for persons over the age of 18. In addition, the [Sejm's Committee on Children and Youth and the Committee on Digitalisation, Innovation and Modern Technologies](#) are discussing measures to combat addiction among children and young people to games offering monetisation mechanisms and to online gambling.
- Although certain coordinator functions have been assigned to the [President of the Office of Electronic Communications](#), the act formally assigning this role is currently in the final stages of parliamentary proceedings. The next step will be for it to be signed by the president.
- 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.

### Addressing online harms

- [Dyżurnet.pl](#) is Poland's hotline, initially established for reporting Child Sexual Abuse Materials (CSAM), and also receives user notifications, acting in line with established procedures by forwarding cases to the Polish police, INTERPOL, or the appropriate international hotline.
- In 2025, an additional Team was created to broaden Dyżurnet.pl's protective remit and address other forms of illegal and harmful content affecting children and young people. The Team's goals are to identify emerging risks, assess their impact and undertake measures to reduce their spread, in the future, functioning as a trusted flagger under the Digital Services Act (DSA)"
- Stakeholders can report such content to the [dyżurnet.pl](#) team in the Naukowa i Akademicka Sieć Komputerowa - Państwowy Instytut Badawczy ("NASK-PIB") Dyżurnet.pl investigates all reports and, if they are unlawful, contacts the authorities with the right to remove the content in question.

- The [Office of the Children's Ombudsman](#) regularly receives reports, including those from children and youth, regarding requests to remove harmful content available on the Internet. Out of concern for the safety of children in the digital environment, the Office operates in this area through the special unit [Dyżurnet.pl](#), which is part of NASK-PIB.
- Additionally, it is possible to appeal to the President of the Office of Electronic Communications or the Chairman of the National Broadcasting Council.
- Intimate image abuse is covered by regulations of the Penal Code, and these offences can be investigated under 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, a website publishing texts) begins when the user informs them that the published data is unlawful. The platform administrator must then react.
- The Penal Code allows punishment for cyberbullying. Most acts constituting cyberbullying will be penalised under Article 190a, par. 1 and 2 of the Criminal Code. There is no separate regulation dedicated to 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. This matter is covered by the general regulations of the Criminal Code (such as public insult or stalking).

### **Age assurance**

- Currently, the Ministry of Digital Affairs is considering new legislative measures to ensure the safety of minors on the Internet and limit the negative impact of harmful content on their development, including an age-verification mechanism. In doing so, it is analysing solutions implemented in other European countries, including British and French regulations. Work is underway on the implementation.

**Supporting digital well-being**

- Recommendations of the President of the Office of Competition and Consumer Protection (UOKiK) on the **labelling of advertising content by influencers on social media** have been introduced. However, there is a 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.
- Telephone and online support are available: 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 regarding risks associated with internet use. The 116 111 and 800 100 100 numbers are also supported by the Ministry of Health as part of the government's Children's Support Centre programme.
- This programme, in addition to emergency telephone assistance and assistance provided through other channels (social media, email, chat), also provides specialist on-call services (including contact with a psychiatrist, sexologist, dietitian, lawyer, or social worker).
- 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, safe space to talk, where they can voice their concerns and receive help and emotional support.

**Pillar 2 – Digital empowerment**

	In place	In development	Other activity	Not present
Teaching online safety	X			
Digital skills training	X			

Policies on digital use in schools	X
Adequate teacher training	X
Non-formal online safety education	X
Critical media literacy	X
Creative digital skills	X
Supports for parents	X

*Table 6: Digital empowerment - Poland*

## Digital empowerment in formal education

- **Health Education** is a new, non-compulsory subject being introduced in Polish primary and secondary schools from September 2025. Its aim is to promote healthy attitudes and behaviours, replacing the previous Family Life Education curriculum. One of the eleven thematic areas covered by the new programme is digital hygiene. The Ministry of Digital Affairs is implementing various initiatives to support online safety education among the youngest online users.
- There are no regulations prohibiting smartphones in schools; however, schools have their own procedures for managing smartphone use. Some schools impose a complete ban, while others have different rules. The government is monitoring the situation and consulting on various solutions.
- Since 2021, the *Cyberlekcje* project has been implemented as an initiative of the Ministry of Digital Affairs and NASK-PIB, primarily addressed to teachers and students of primary and secondary schools. Its aim is to support education on safe Internet use by providing ready-made teaching tools for conducting classes.
- 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 Poland's largest conference 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. Poland also has numerous teacher-training centres that offer comprehensive courses and workshops on digital safety and literacy. Moreover, many organisations in Poland actively promote online safety and digital literacy, reaching not only formal education institutions but also informal education settings through diverse programmes, awareness campaigns, and training initiatives

### ***Digital empowerment and lifelong learning***

- As part of the [Polish Safer Internet Centre](#), a youth panel is engaged in consulting on educational resources and online safety policies. For the past year, NASK has also been running the “[Cyber Spot](#)” project, which aims to establish student digital councils in schools to initiate activities in this area. Youth panels also operate within the Office of the Ombudsman for Children.
- NASK 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 strengthen media literacy and critical thinking skills among young people.
- One of the main goals of the [Digital Youth Forum](#) (PSIC’s youth event) is to strengthen young people’s digital skills. The School with Class Foundation runs a free educational programme for children in primary schools and kindergartens, teaching them how to use the internet safely and responsibly. Moreover, NASK was coordinating a project in consortium with Romania and Latvia under the Creative Europe programme, dedicated to media education and critical thinking: “Make it Clear - educating young people against disinformation
- Extensive support for parents exists. These include:
  - The [NASK Cyberprofilaktyka hub](#) provides brochures, videos, podcasts, and a guide titled “[W sieci wyzwania. Sztuka wychowania](#)

w cyfrowym świecie” for parents to support digital parenting and counter online threats.

- The “Cyberbezpiecznie” programme, created by the Teacher Training Centre in cooperation with NASK, offers YouTube videos on topics such as online risks, social media addiction, and “sharenting” aimed at both parents and students.
- The [Polish Association for Security](#), in cooperation with the Central Bureau for Combating Cybercrime and social-education institutes, runs cybersecurity workshops for parents and teachers, teaching practical strategies to protect children online.
- Fundacja Dajemy Dzieciom Siłę launched the “[Uważni rodzice](#)” (“Attentive Parents”) campaign, helping adults recognise and respond to online grooming and sexual predation.
- The city of Warsaw’s “[Warszawa chroni dzieci](#)” campaign informs parents and caregivers about online threats, the risks of the digital environment, and tools to safeguard their children.
- 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 on educational materials, sharing experiences with online activities, and exploring 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 in schools across the country, enabling young people to take the lead in educating their peers about online safety. These councils can also organise 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.

- The **Office of the Children's Ombudsman**, giving young people a voice, conducted two studies on the observance of children's rights, including in the digital environment. To make young people's voices in this area more audible, young people actively participated in events promoting the reports, took part in expert debates, and hosted events.

### Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement	X			
Promoting children's rights	X			
Child-friendly policy documents				X
Addressing digital inequalities	X			
Positive digital content	X			

*Table 7: Active participation, respecting rights - Poland*

### Active participation

- As part of the “**More respect for young people's image campaign**”, in December 2025, the Office of the Children's Ombudsman published a report with the same title, in which it asked young people, their parents and teachers about their attitudes towards the publication of their image online, asking them for their consent and about their feelings on the matter. The report will serve as a basis for planning further actions in this area.
- Regarding child-friendly documentation, the Polish Safer Internet Centre engages youth panels in consultations and sometimes produces child-friendly educational resources, but this is not an official government-wide system.

### ***Addressing digital inequalities***

- The Awareness Centre, operating under the [Polish Safer Internet Centre](#), strives to ensure maximum accessibility of the educational content. The main events are broadcast online, and sign language interpretation and Ukrainian translation are provided. As part of the Digital Youth Forum organisation, a grant was provided to selected schools to cover transportation costs for attending the in-person event.

## Best practices

### Example 1

#### ***RÓWIEŚNICY (Peers)***

**RÓWIEŚNICY (Peers)** is a free prevention programme for primary and secondary schools designed to counter peer violence. The programme enables educational activities in grades 7-8 of primary schools and 1-2 of secondary schools, as well as the diagnosis of peer violence throughout the school. Data from the end of December 2025 indicates that 3,153 institutions have begun implementing the programme. An integral part of the programme involves students completing diagnostic surveys, which allow them to document their experiences with peer cyberbullying and thus diagnose cyberbullying in their classroom. Students complete the surveys online, allowing us to continuously monitor the number of students engaged in the programme. As of the end of December 2025, 91,190 students have already completed the surveys and have begun, or will soon begin, the educational phase.

### Example 2

#### ***CYBERspots***

**CYBERspots** are school-based digital safety teams established in Poland during the 2024/2025 school year. The initiative was launched to empower students to act locally, strengthen community ties, and promote safer and more responsible use of technology. Currently, around 80 CYBERspots are active nationwide. Each group is supported by a teacher-coordinator and receives expert guidance from NASK.

In every school, students formed teams of 2 to 6 members (in exceptional cases up to 10), referred to as CYBERleaders. Guided by their coordinators, they acted as local ambassadors of digital safety, implementing school initiatives such as awareness campaigns, peer lessons, and creative events for their communities.

Throughout the year, students participated in a cycle of [online training sessions](#) covering topics such as group work and conflict resolution, illegal and harmful online content, cyberbullying and peer violence, ethical hacking,

mental health and the internet, grooming and image-based abuse, and time management. An [educational brochure](#) was also developed, offering schools practical ideas for activities to implement locally.

Teacher-coordinators took part in three dedicated meetings (introductory, mid-term, and final), where they could ask questions, exchange best practices, and discuss challenges in working with youth.

In June 2025, as part of a national competition, the most active CYBERspots were invited to a meeting in Warsaw, the capital of Poland. During this event, students presented their local initiatives, exchanged experiences, and participated in workshops to strengthen leadership skills. Importantly, their teachers-coordinators were also engaged, contributing to the discussions and sharing their perspectives on working with youth in online safety. The meeting created a valuable space for peer learning, motivation, and building stronger connections between young people and educators involved in the project.

To further strengthen communication, students regularly shared their activities by filling in a short reporting form. These updates were then published by the project coordinator on a dedicated WhatsApp channel, allowing the whole network to stay connected and inspired by each other's work...

### Example 3

#### **"Home Screen Rules"**

A new edition of the ["Home Screen Rules"](#) campaign was launched on June 24, 2025. Its goal is to promote balanced use of technology – so that it does not harm the development and safety of children, nor the relationships and health of the entire family. At the heart of the campaign is a set of rules that help families establish clear guidelines for screen use. The current version of the rules addresses today's challenges related to children's access to technology – including the increasingly early use of screen devices, the growing role of social media, and the risks associated with the development of artificial intelligence. A group of recognised experts contributed to developing the new edition. The set consists of 10 rules. Their presentation uses a completely new visual identity, which served as the basis for creating promotional materials for the campaign and a [new website](#). This not only presents the rules but also serves as a source of additional knowledge and materials for campaign

audiences (videocasts, previous campaign editions, brochures). An integral part of the campaign is an extensive promotional effort. In addition to social media promotion, outdoor advertising and numerous partner platforms have also been used.

## BIK+ index 2026: 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.

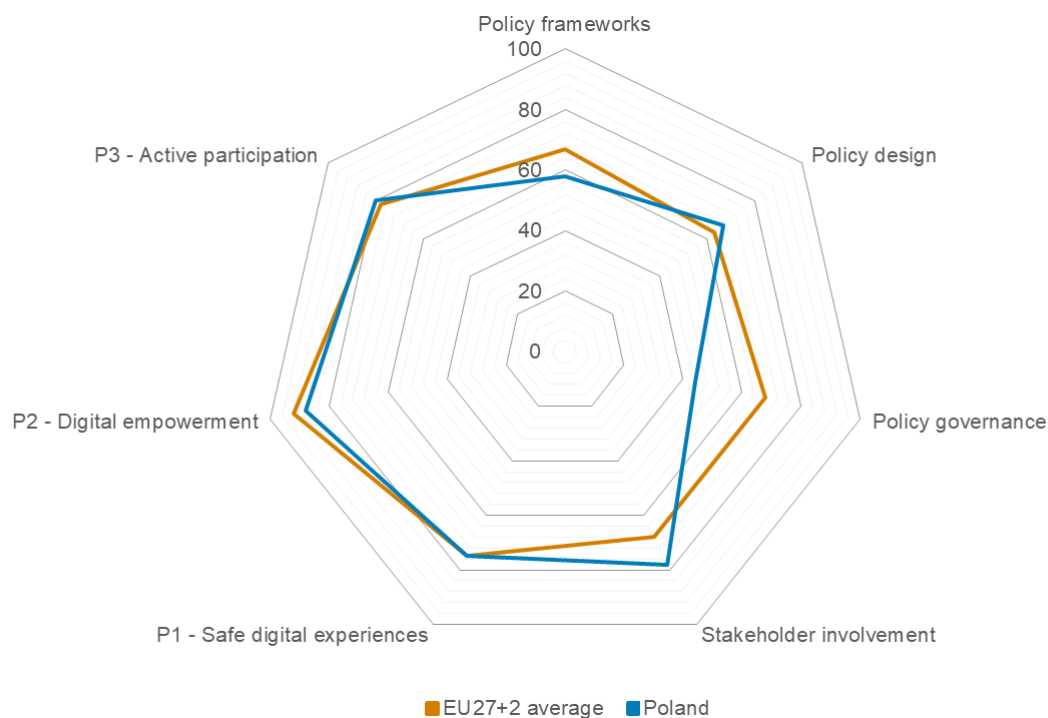


Figure 1: BIK+ index 2026: Poland - EU27+2 average comparison