1. Why did Google receive a record fine?

Google received a record fine from the FTC (Federal Trade Commission) in a COPPA case as a result of the company collecting personal information of children without the consent of parents. This information in the form of identifiers, also known as cookies was used to deliver ads related to the information which allowed YouTube to make millions of dollars. YouTube did not comply with the COPPA rule as they did not ask for consent from parents from children less than the age of 13.

1. How will google change its practices as a result of this settlement

In addition to the fine that Google and YouTube will pay, they will also work to develop a system that will allow content producers on channels to identify any child-related content they post so YouTube will ensure it is compliant with COPPA. Additionally, YouTube will provide annual training about compliance with COPPA for employees who deal with channel owners. They will also require parental consent in order to collect data from children in the future.

(Personally, I don’t believe this penalty tremendously affects them, it’s a small fine on the scale of what google is worth. They might move forward in creating a system for legal data collection from children, but I wouldn’t be surprised if they were to violate it again).