EULAS FOR KIDS

A Novel Approach to Extended Reality EULA Presentation for Improved Child Safety.

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Final Report

Motivation

Extended Reality (XR) is a quickly developing field.

EULAs appear to do a poor job at communicating user concerns.

How can we help keep children informed?

What Did We Research?

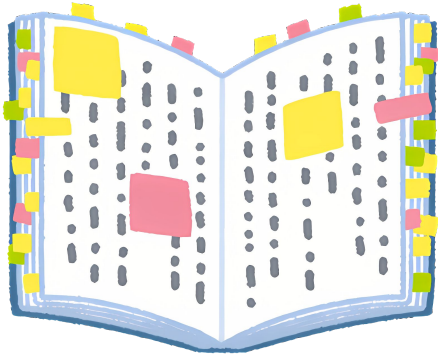How difficult are EULAs to understand?

What user risks/rights are commonly identified in XR EULAS?

What guidelines can simplify XR EULAs in line with the needs of children?

Related Work

XR Concerns

XR collects large volume of data

Online harassment
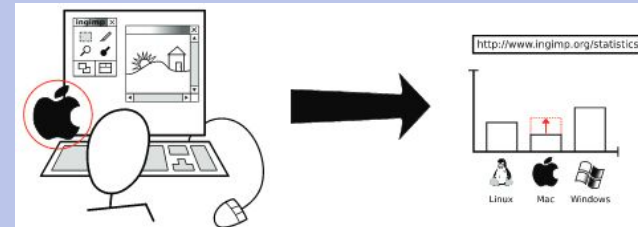
Privacy concerns

XR-specific data collection

Accessible EULA Designs

Summaries/paraphrasing

Textured agreements

Narrative pictograms
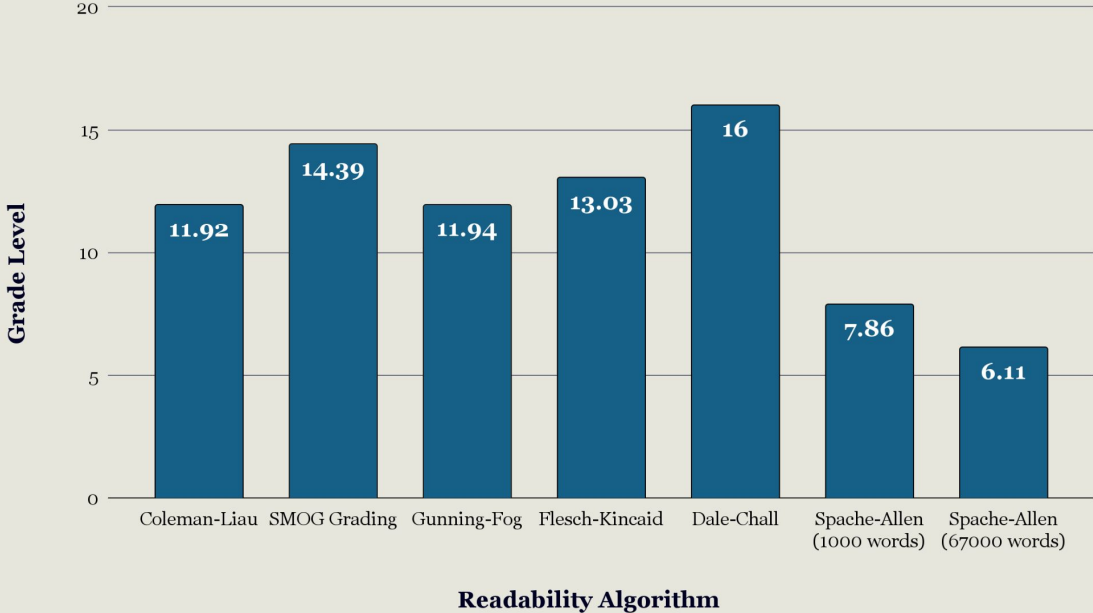
Lack of child-centered research

Figure 1. A narrative pictogram. This diagram illustrates the fact that the software will collect data about which operating system the user uses.

We ran 18 sample XR EULAs through seven different readability algorithms.

To read most EULAs, users must be in at least 11th grade.

Average Grade Level for EULA Comprehension

Bar chart titled "Average Grade Level for EULA Comprehension" with y-axis "Grade Level" (0 to 20) and x-axis "Readability Algorithm":
- Coleman-Liau: 11.92
- SMOG Grading: 14.39
- Gunning-Fog: 11.94
- Flesch-Kincaid: 13.03
- Dale-Chall: 16
- Spache-Allen (1000 words): 7.86
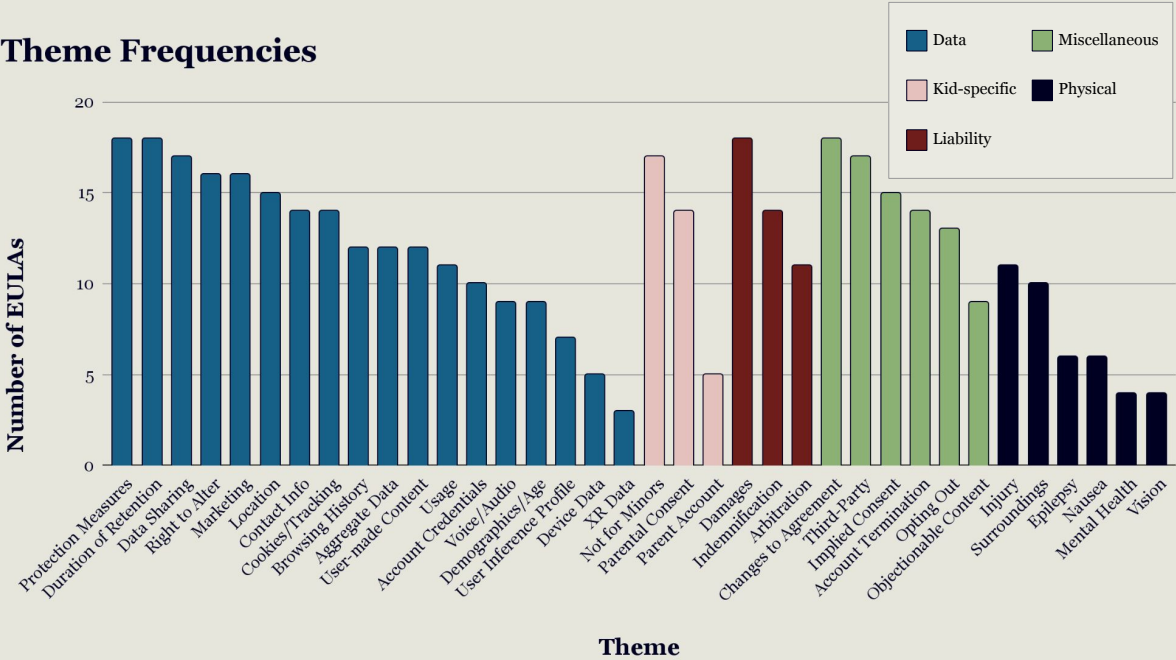- Spache-Allen (67000 words): 6.11

Thematic Analysis

Manually read through 18 EULAs and identified common themes and patterns

Created list of representative keywords and used MaxQDA to automatically search

Theme Frequencies

Frequency of appearance for each identified concern

Organized by the high level themes we identified

Guidelines and Prototyping

Guidelines

Guidelines to be use in the development of new XR EULAs

Topics based on thematic analysis

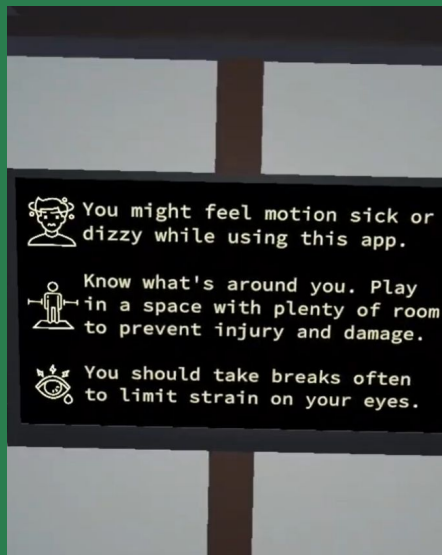| Category	User Risk/Right	Child-Friendly Wording	Icon
Child-specific Concerns	Children under **x** age are not permitted to use this service.	If you are less than **x** years old, you are not allowed to use this app.	
	Parental consent must be provided for children under **x** age to use this service.	If you are less than **x** years old **(or not an adult)**, you should ask your parent/guardian to look through this agreement with you.	
	Children under **x** age must have a parent-controlled account to use this service.	If you are less than **x** years old **(or not an adult)**, you should use an account managed by your parent/guardian	

Prototyping

Fake hodgepodge of real EULAs

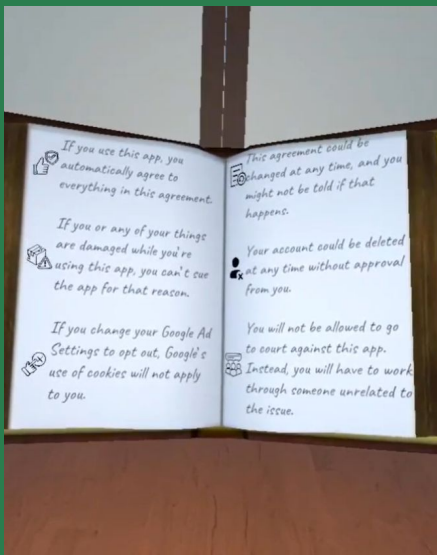Used as a base to apply our finished guidelines to

Buster's Big Studio
End User License Agreement
Version 1.1 – Last Updated: July 2nd 2025

This End User License Agreement ("EULA") includes terms of use between a user of our Software ("you" or "your"), and BBS VR PTY LTD, an Idahoan Proprietary Limited company (trading as, "Buster's Big Studio," "we," "our," and their derivatives). This EULA governs your use of our virtual reality software (the "Software"), including but not limited to Buster's Big Adventure (the "Game"). Software is made available for download by Device Partners as described in more detail in Section 10 below.

THIS EULA CONTAINS VERY IMPORTANT INFORMATION REGARDING YOUR RIGHTS AND OBLIGATIONS, AS WELL AS CONDITIONS, LIMITATIONS, AND EXCLUSIONS THAT APPLY TO YOU AND YOUR ACCESS, REGISTRATION FOR, DOWNLOAD AND USE OF SOFTWARE. PLEASE READ THEM CAREFULLY. BY ACCESSING, REGISTERING FOR, DOWNLOADING OR USING OUR SOFTWARE, YOU AGREE TO BE BOUND BY THIS EULA AND OUR PRIVACY POLICY. IF YOU DO NOT AGREE TO BE BOUND BY THIS EULA AND THE PRIVACY POLICY, PLEASE DO NOT ACCESS, REGISTER FOR, DOWNLOAD AND/OR USE SOFTWARE.

1. Acceptance of this EULA

In order to agree to this EULA, you need to be at least the age of majority in the place you are domiciled (a legal adult); otherwise, if you are 13 years or older, your parent or guardian can agree to this EULA with you where (a) they guarantee your compliance with its stipulations, and (b) either you or your parent or guardian must have the power and capacity to enter a binding contract with us and not be barred from doing so under any applicable laws. This EULA continues to apply to you at any time in connection with your access and/or use of Software.
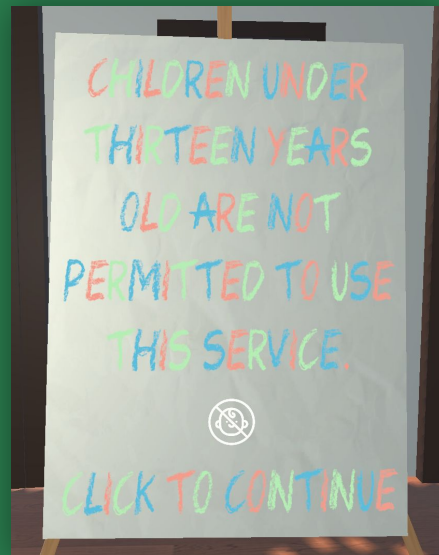
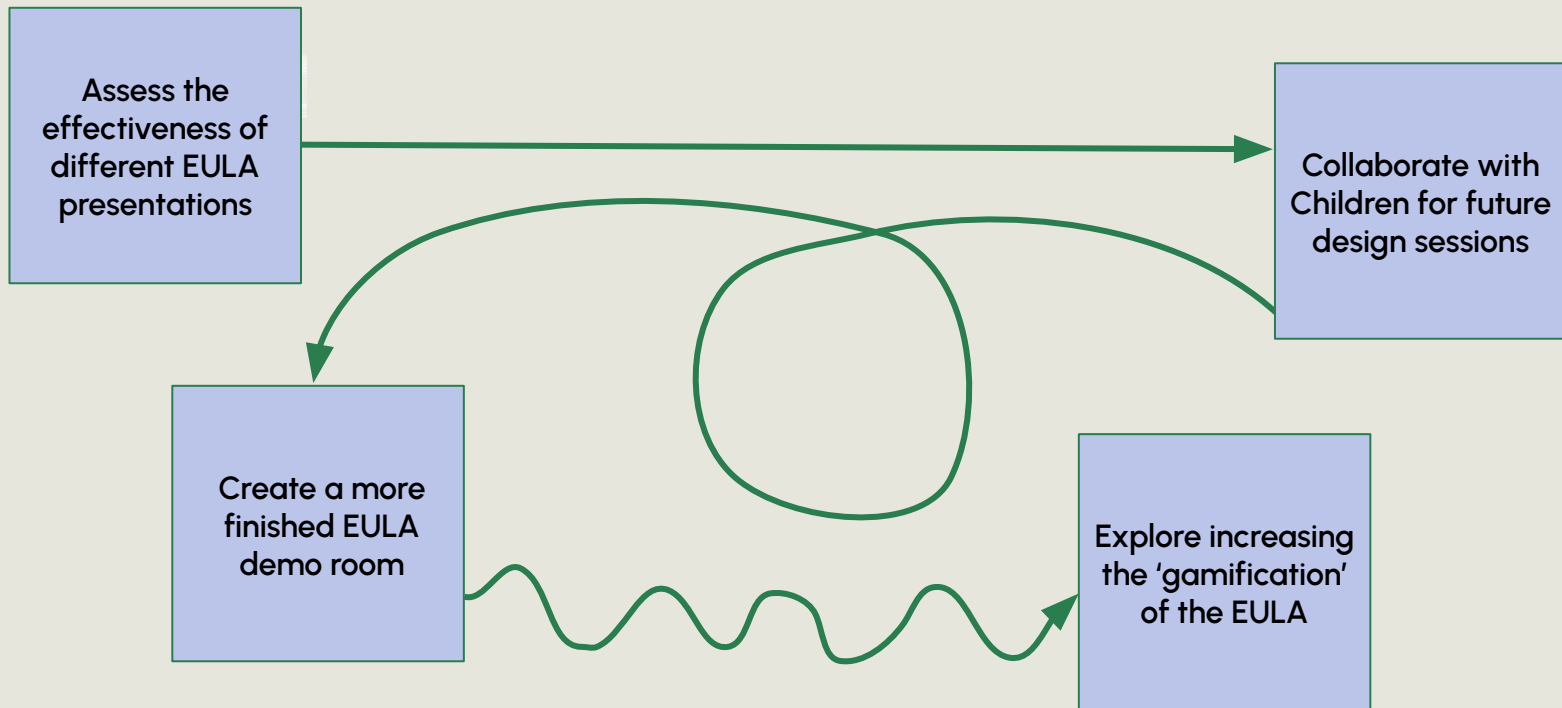# Unity EULA Demo

Health Concerns

Other Topics

Data Collection and Retention

Child-related Concerns

Future Work

Assess the effectiveness of different EULA presentations

Collaborate with Children for future design sessions

Create a more finished EULA demo room

Explore increasing the 'gamification' of the EULA

Questions?