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Attorney General Marshall Seeks Public Input on Future Age-Verification Rules for App Stores

(Montgomery, Ala) – Attorney General Steve Marshall has issued a Request for Information seeking comments, evidence, data, and other information to assist his office in crafting rules to implement age-verification procedures for app store providers under the Alabama App Store Accountability Act, Act 2026-59.

The Act aims to protect children and empower parents by prohibiting app store providers and developers from allowing minors to access apps without parental consent. The Act requires app store providers to request and then verify their account holders' age category information, which they may do through commercially available methods or through a system that complies with rules adopted under the Act by the Attorney General.

The Request for Information includes a series of questions on topics including how to evaluate existing age-verification methods, requirements in other jurisdictions, data retention, and how to prevent minors from circumventing the process. Alabama parents and children, consumer advocacy groups, privacy advocacy groups, industry participants, and other members of the public are encouraged to respond. Those submitting comments are not required to answer every question.

"Parents are best equipped to protect their children online, and this law is meant to give them the tools to do that job. Parents deserve tools that work, and these rules will help ensure that," Attorney General Marshall said. "Reasonable and effective age-verification rules start with good information. I encourage anyone with experience or expertise on these questions to participate in the process."

Read the full Request for Information here. Responses to the questions may be uploaded here by January 8, 2027.

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