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OFFICE OF THE ATTORNEY GENERAL STATE OF FLORIDA

Florida Attorney General's Office News Release

Attorney General James Uthmeier’s Office of Parental Rights Files Enforcement Action Against Roku



TALLAHASSEE, Fla.–Attorney General James Uthmeier announced that the Office of Parental Rights is filing of a civil enforcement action against Roku, Inc. and its Florida subsidiary for violations of the Florida Digital Bill of Rights (FDBOR) and the Florida Deceptive and Unfair Trade Practices Act (FDUTPA).

“Florida families deserve to know what is happening with their children’s personal information,” **said Attorney General James Uthmeier.** “Parents—not technology companies—direct the upbringing of their children. We will hold any company that conceals or exploits that information accountable.”

Roku is a platform for streaming video content; it acts as a smartphone for your TV, providing access to a vast library of apps for movies, TV shows, live news, sports, and more. Roku is the U.S. market leader in streaming video distribution, reaching 145 million people as of 2024.

The complaint alleges that Roku collected, sold, and enabled reidentification of sensitive personal data—including viewing habits, voice recordings, and other information from children—without authorization or meaningful notice to Florida families. The State contends that Roku’s practices violated Florida’s privacy and consumer-protection laws by failing to obtain parental consent before selling or processing children’s data and by misrepresenting the effectiveness of its privacy controls and opt-out tools.

The Florida Digital Bill of Rights, enacted to give consumers—and especially parents—greater control over their personal information, requires companies to obtain clear consent before selling or using a child's sensitive data and to provide honest notice about how personal information is collected and shared.

Through this action, the Attorney General seeks civil penalties, injunctive relief, and measures ensuring that Roku provides transparent disclosures, implements lawful parental-control mechanisms, and ceases unauthorized sale or processing of children's data.

This case is part of Florida's ongoing effort to empower parents, protect children, and bring accountability to the digital marketplace.

The complaint filed in Florida's 20th Judicial Circuit can be viewed here.

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