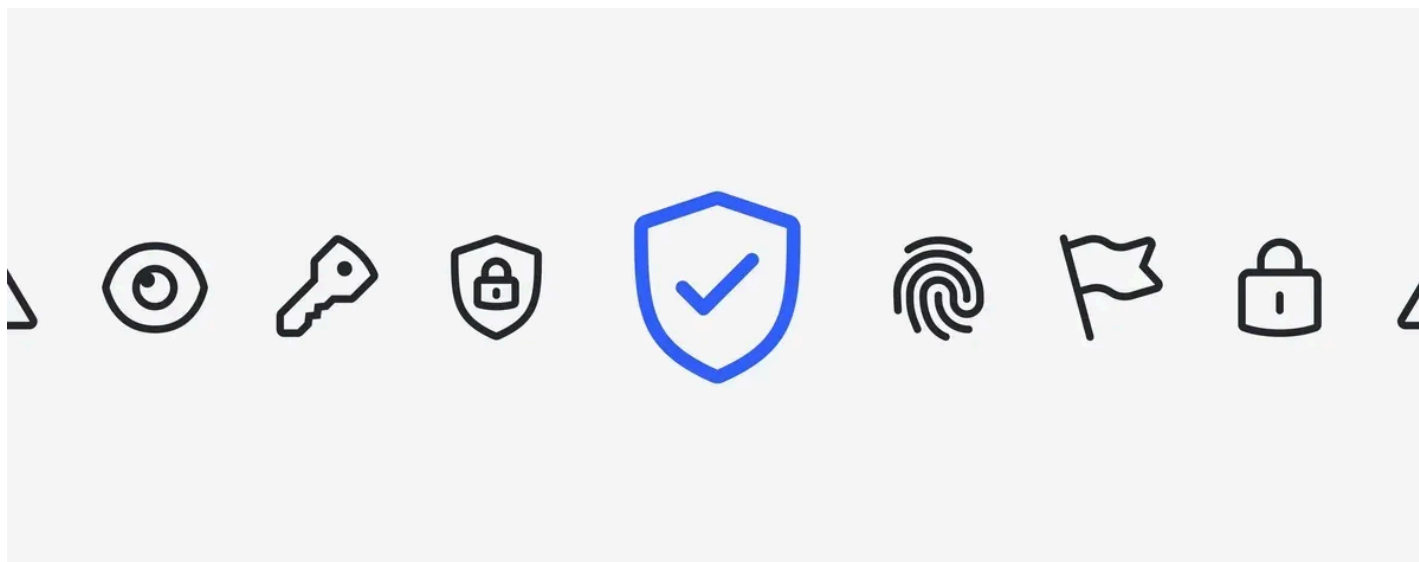


Roblox Requires Age Checks for Communication, Ushering in New Safety Standard

Assigns Users of Similar Age Groups for Chat and Limits Interaction Between Minors and Adults

By Matt Kaufman, Chief Safety Officer and Rajiv Bhatia, Vice President, Product Published Nov 19, 2025



- **Safety Gold Standard:** Roblox is the first online gaming platform to require facial age checks to access chat, establishing what we believe will become a new industry standard. This innovation supports age-based chat and limits communication between minors and adults.
- **Phased Global Introduction:** The rollout begins today with a voluntary age-check period. The requirement will begin in select markets in early December and expand globally in early January wherever chat is available.
- **Privacy Protections:** We designed the Facial Age Estimation process to protect privacy. Images and video are deleted immediately after processing.

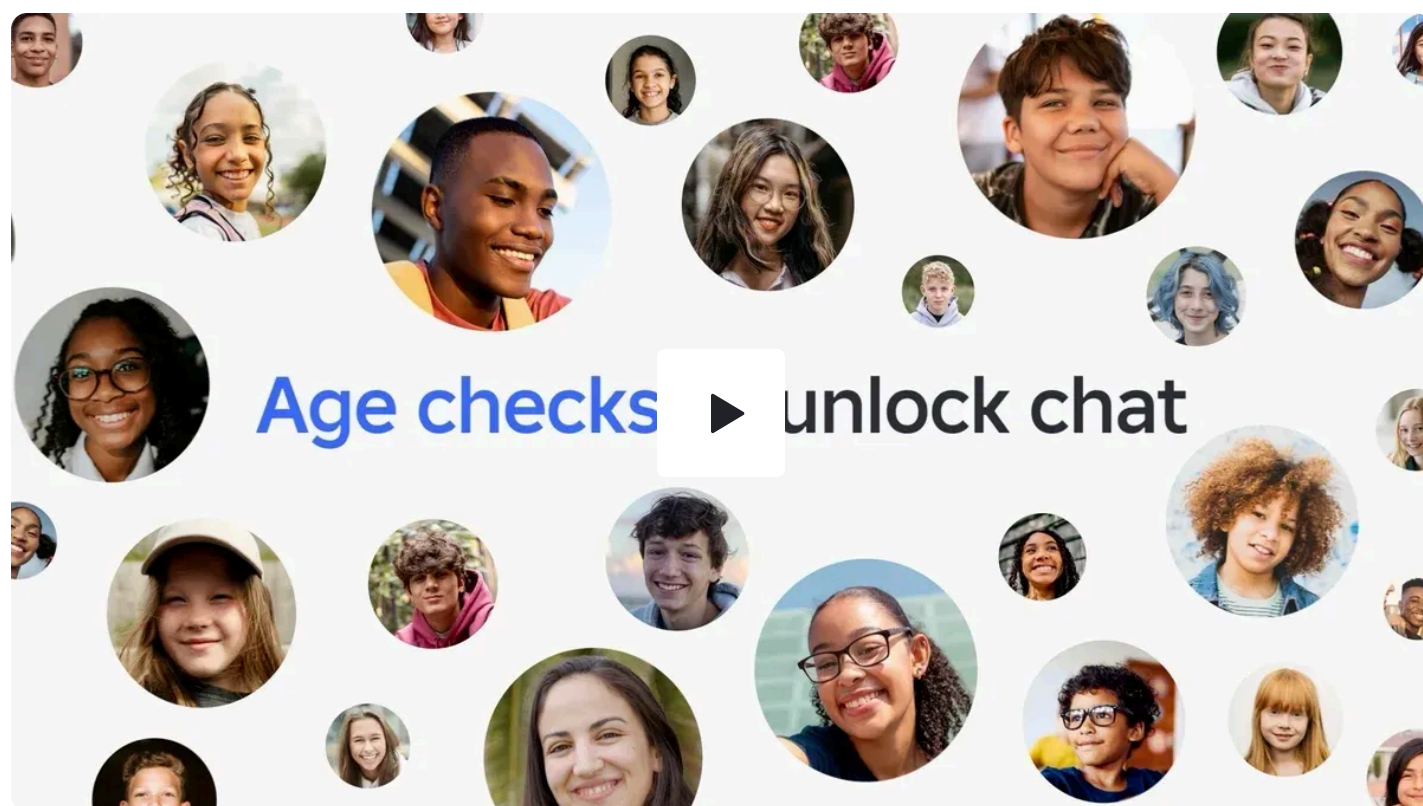
Today, we are sharing what we believe will become the gold standard for communication safety, and announcing our plans to require a facial age check for all users accessing chat features, making us the first online gaming or communication platform to do so.

Moving the Industry Forward

As the internet has matured, technological advancements in safety and security have steadily shifted the industry's approach to age assurance. While initial efforts relied on simple self-declared age to manage access to features, the industry has since progressed to behavioral based methods.

Today, Roblox is going further. We're unlocking chat and age-appropriate experiences for our users by requiring them to complete an age check through Facial Age Estimation¹. Users 13 or older can also use [ID verification \(https://en.help.roblox.com/hc/en-us/articles/4407282410644-ID-Verification\)](https://en.help.roblox.com/hc/en-us/articles/4407282410644-ID-Verification). Once the age check is complete, users will only be allowed to chat with others in similar age groups, unless they become [Trusted Connections \(https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-a-ge-based-communication\)](https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-a-ge-based-communication) with people they know.

This initiative is designed to provide even more age-appropriate experiences for all users, which we believe will improve interactions for users of all ages on Roblox.



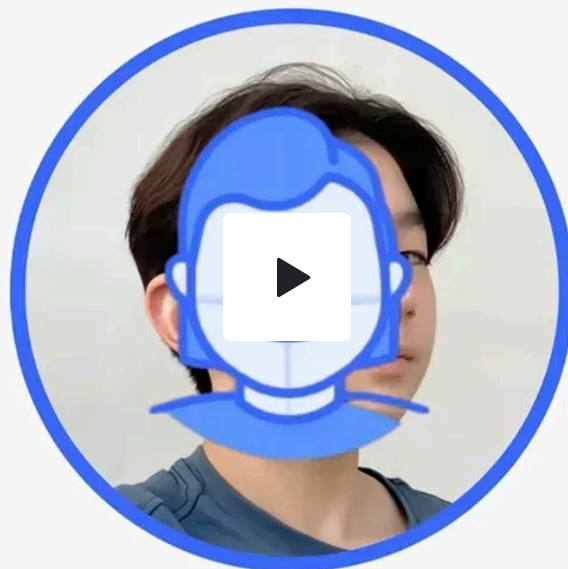
Facial Age Estimation to Curate Age-Appropriate Experiences

Following our [September announcement \(https://about.roblox.com/newsroom/2025/09/roblox-to-expand-age-estimation-to-all-users\)](https://about.roblox.com/newsroom/2025/09/roblox-to-expand-age-estimation-to-all-users), we're now rolling out age checks to access chat on Roblox.

All eligible users can now voluntarily go through the Facial Age Estimation process to secure their access to communication features. During the first week of December, we'll begin enforcing the age check requirement in select markets including Australia, New Zealand, and the Netherlands. Those requirements will extend to the rest of the world wherever chat is available in early January.

We're using privacy protective methods to conduct age checks. The Facial Age Estimation process is fast, secure, and completed through the Roblox app using the device's camera. Images and video for age checks completed through Facial Age Estimation are processed by our vendor, [Persona \(https://withpersona.com/use-case/compliance/age-assurance\)](https://withpersona.com/use-case/compliance/age-assurance), and deleted immediately

after processing. Age checks are completely optional; however, features like chat will not be accessible unless the age check is complete.



"Roblox deploying this privacy preserving implementation of thoughtful age assurance for its uniquely mixed audience of youth and adults will strengthen protections for younger players while respecting user rights," said Jules Polonetsky, CEO, Future of Privacy Forum.

Parents will continue to have access to their child's linked account and can modify their child's birthday through [Parental Controls \(https://roblox.com/families\)](https://roblox.com/families) after they complete Facial Age Estimation. For more details on how to age check, visit our [Help Center \(https://en.help.roblox.com/hc/en-us/articles/39143693116052-Understanding-Age-Checks-on-Roblox\)](https://en.help.roblox.com/hc/en-us/articles/39143693116052-Understanding-Age-Checks-on-Roblox).

Assigning Users to Similar Age Groups with Age-Based Chat

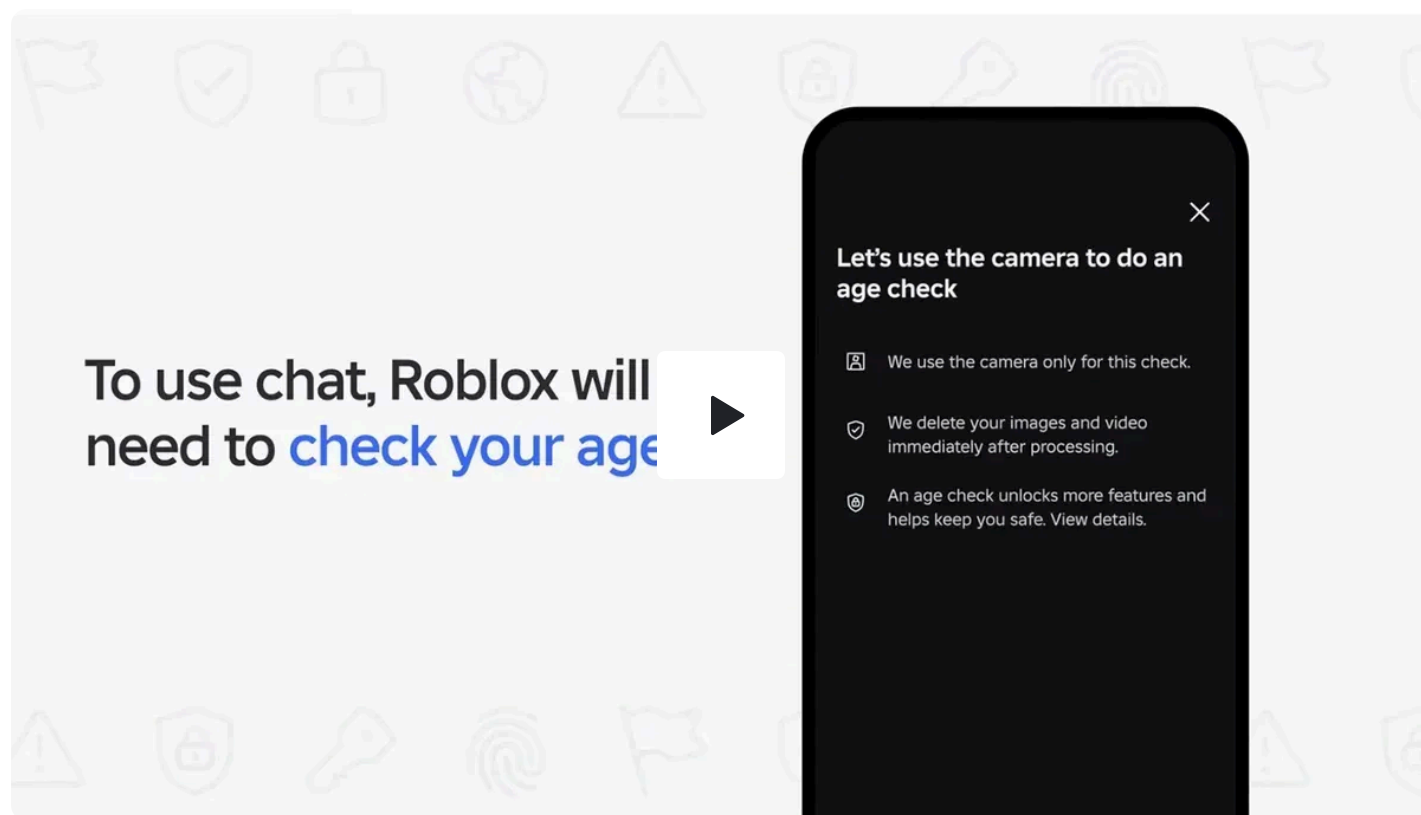
Enforcing age checks allows us to implement age-based chat, which helps users better understand who they're communicating with and limits chat between minors and adults. Facial Age Estimation technology makes this possible at scale. To keep our youngest users safe, chat in experiences will be turned to default off for users under nine years old, unless a parent provides consent after an age check. Chat outside of experiences remains restricted for users under 13.

As part of our ongoing consultations with child development experts, we've defined common-sense limits on who can chat together on Roblox. After users complete the age-check process, we will inform them of their assigned age group: Under 9, 9-12, 13-15, 16-17, 18-20, or 21+. Users will be able to chat with those in their own age group and similar age groups, as appropriate.

For example:

- **Elisa (estimated age 12):** Elisa has access to chat with users aged 15 or younger in Experience chat. All users 16 or older are prevented from initiating or engaging in chat with her.
- **Marcus (estimated age 18):** Marcus has access to chat with users aged 16 or older and could add a younger sibling as a Trusted Connection, as long as they are 13 or older.

We recognize the importance of family members playing, learning, and communicating directly with their child on Roblox. Through [Trusted Connections](https://en.help.roblox.com/hc/en-us/articles/37725513985812-Unlocking-Trusted-Connections-Expressive-Chat-Features-Party-Voice-chat-without-filters) (<https://en.help.roblox.com/hc/en-us/articles/37725513985812-Unlocking-Trusted-Connections-Expressive-Chat-Features-Party-Voice-chat-without-filters>), age-checked users 13 or older can chat freely with people they know. We'll soon roll out dedicated solutions for direct chat between parents and children younger than 13 or between siblings in different age groups.



Early next year, we will also require age checks to access social media links on user profiles, communities and experience details pages. This will strengthen our current policy, which already limits access to self-declared 13 or older users. This supports our vision of keeping users on Roblox, where our approach to safe communication includes multiple layers of protection:

- **All Chat is Monitored:** We do not encrypt communication. We monitor voice and text messages for harms using sophisticated AI algorithms.
- **Filtered Text Chat:** Chat is filtered differently based on a user's age and type of connection. All chat between users younger than 13 have strict filtering, which blocks inappropriate content and personal information.
- **Strict Media Sharing Policy:** We continue to prohibit image and video sharing in chat, eliminating common vectors for harm.
- **Restricted Links:** Early next year, we will prohibit creators from sharing or posting social media links in experiences. This strengthens our existing policy against sharing links through chat. This restriction will not impact commercial links delivered via official, paid advertising accessible to eligible users.
- **User Tools:** We provide on-platform tools to quickly block and report users that violate our [Community Standards](https://en.help.roblox.com/hc/en-us/articles/203313410-Roblox-Community-Standards) (<https://en.help.roblox.com/hc/en-us/articles/203313410-Roblox-Community-Standards>).

Parents and caregivers can use our [Parental Controls \(https://roblox.com/families\)](https://roblox.com/families) to manage their child's access and interactions on the platform. For parents of teens, we offer [tools for transparency \(https://roblox.com/families\)](https://roblox.com/families), allowing them to easily view who their teen is connecting with.

Expanding Facial Age Estimation to Creator Collaboration Tools

This industry-leading age-check requirement is a foundational step to unlock features for our creator community while upholding safety principles. Early next year, we'll be enforcing this requirement for the Team Create Collaboration feature in [Roblox Studio \(https://create.roblox.com/landing\)](https://create.roblox.com/landing), requiring users to be of a similar age to collaborate in Studio together.

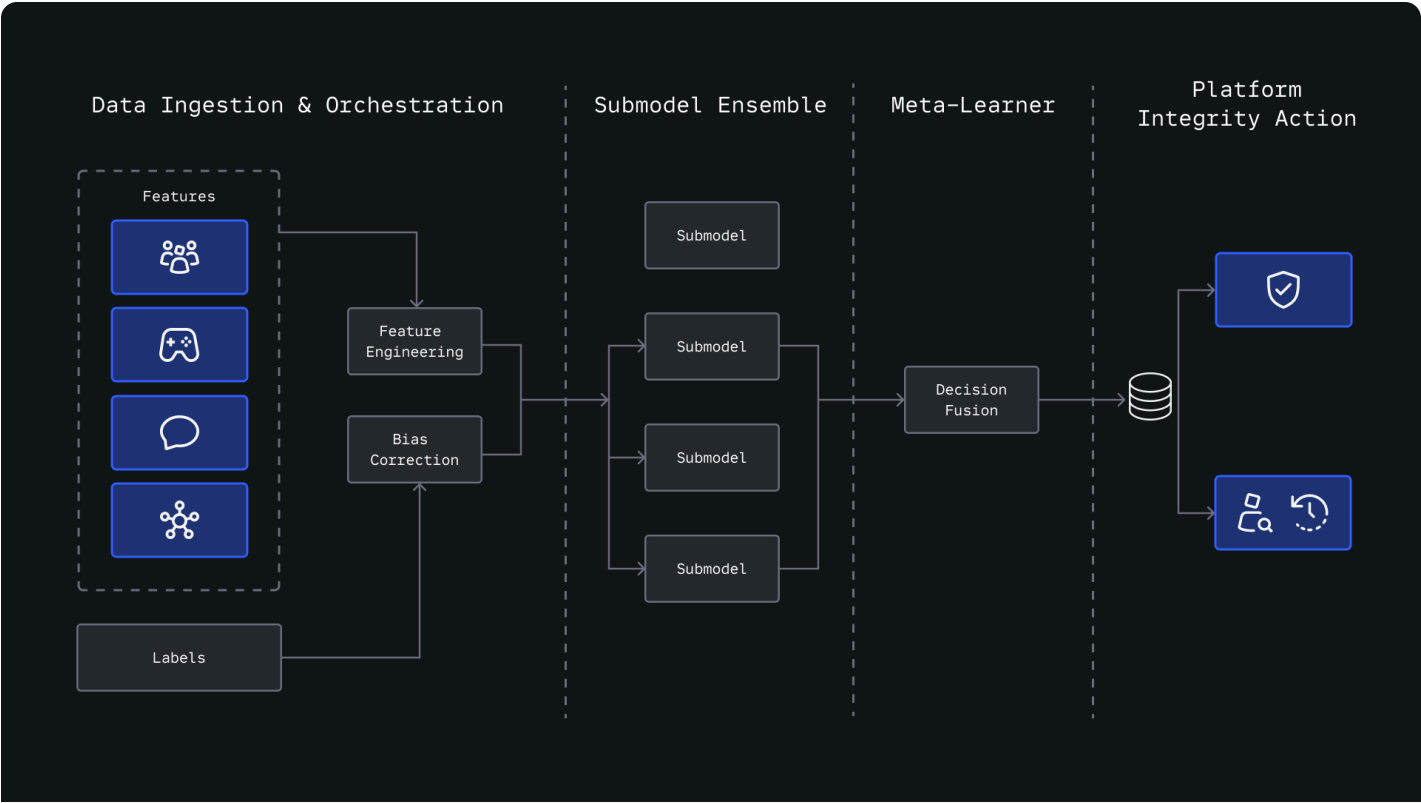
The age-check requirement for collaboration and chat builds on our previous work, including over 145 recent [safety innovations \(https://about.roblox.com/newsroom/2025/11/safety-snapshot-november\)](https://about.roblox.com/newsroom/2025/11/safety-snapshot-november) launched since January 2025.

"Proactive tools like age estimation are key to building a safer and more positive digital world for kids and teens. Roblox's risk-based approach to features like voice chat sets a strong example of responsible innovation," said Stephen Balkam, CEO of the Family Online Safety Institute.

These new requirements will help us provide positive, age-appropriate experiences for all users on Roblox. We invite others in the industry to join us and follow our comprehensive approach to help make the entire online world safer for children and teens. To learn more about our age-check plans and our commitment to civility, explore our revamped [Roblox Safety Center \(http://roblox.com/safetycenter\)](http://roblox.com/safetycenter).

¹The age-check experience may vary based on local laws.

RELATED NEWS



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SAFETY + CIVILITY

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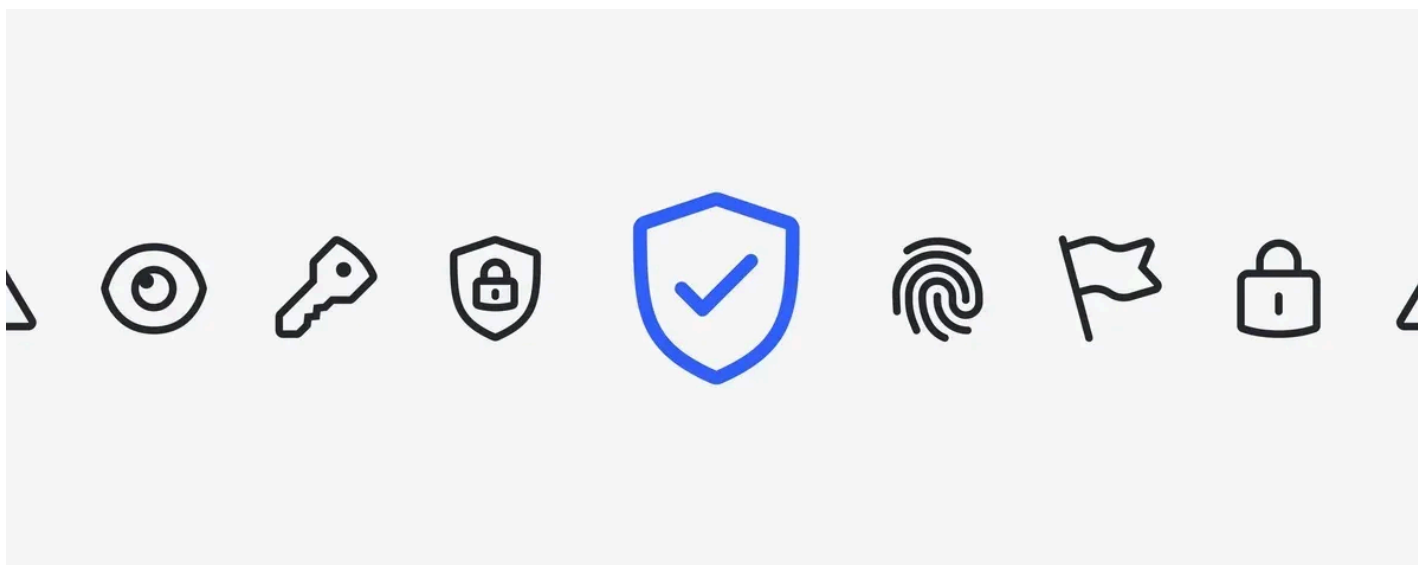
Roblox's Family Zone Helps Parents and Children Explore Together

A New Era of Safety: Facial Age Checks Now Required to Chat on Roblox

Age Checks to Chat Expand Multilayered Safety System

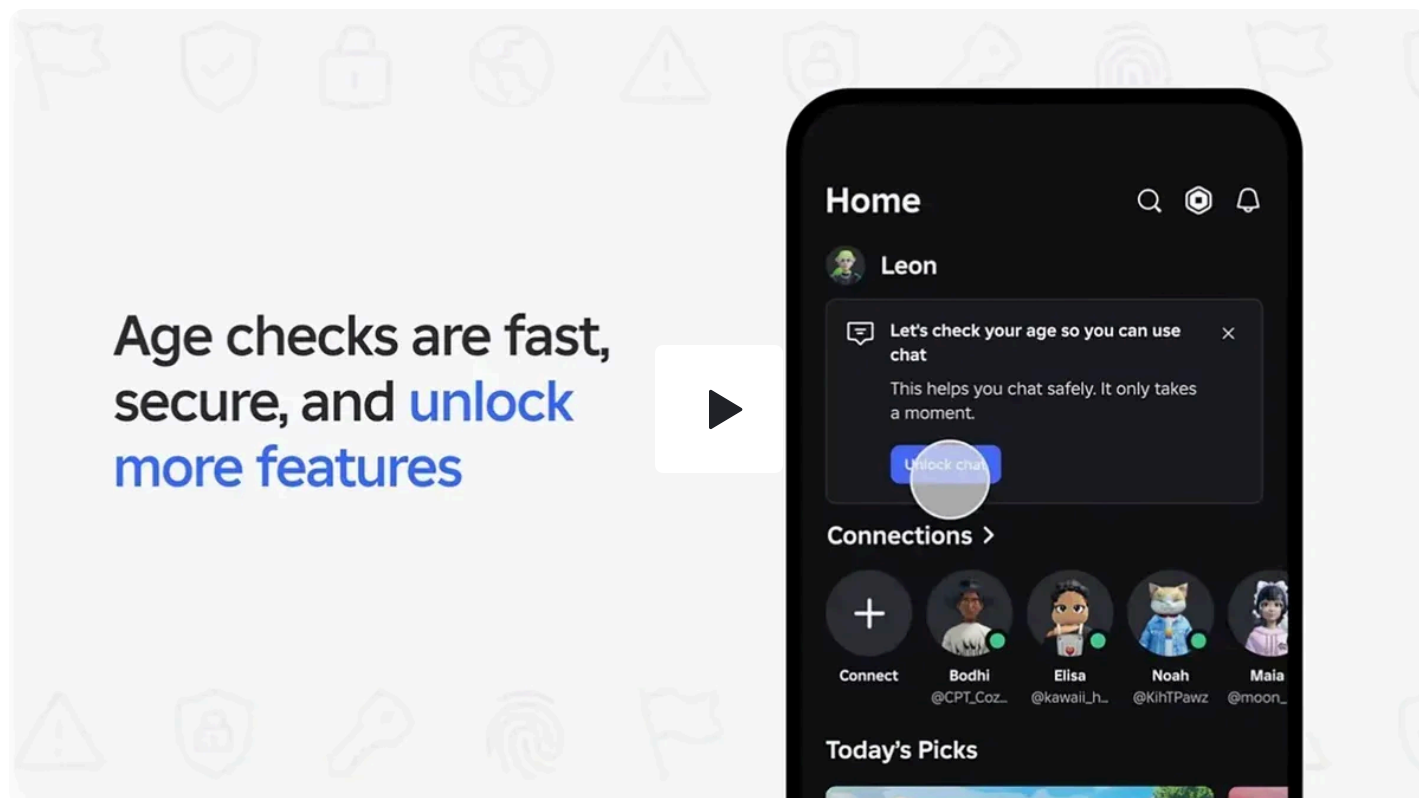
By Matt Kaufman, Chief Safety Officer, and Rajiv Bhatia, Vice President of User and Discovery Product

Published Jan 7, 2026



Today, our age check requirement to chat, which [launched in select regions](https://about.roblox.com/newsroom/2025/12/safety-snAPSHOT-age-checks-for-chat) (<https://about.roblox.com/newsroom/2025/12/safety-snAPSHOT-age-checks-for-chat>) in early December, is rolling out globally wherever chat is available. Users in the U.S. and select regions will see in-app prompts asking them to complete an age check to chat with others. Over the next week, these prompts will roll out to all regions where chat is available.

As the first large online gaming platform to require facial age checks for users of all ages to access chat, this implementation is our next [step](https://about.roblox.com/newsroom/2025/11/roblox-requires-age-checks-limits-minor-and-adult-chat) (<https://about.roblox.com/newsroom/2025/11/roblox-requires-age-checks-limits-minor-and-adult-chat>) toward what we believe will be the gold standard for communication safety. It enables age-based chat, which promotes a positive, age-appropriate experience for all users globally, and limits communication between adults and children younger than 16.



Strong Momentum

Tens of millions of daily active users have already completed an age check, and we expect many more to follow. In Australia, New Zealand, and the Netherlands, where age checks have been required to chat since early December (<https://about.roblox.com/newsroom/2025/12/safety-snapshot-age-checks-for-chat>), more than 50% of daily active users have completed the process*.

Age-based chat makes it easy for users to communicate with others in similar age groups for age-appropriate conversations. Parental consent is required for users younger than 9 to access chat features. Age-checked users 13 and older can connect and chat more freely with people they know beyond their immediate age group using our Trusted Connections feature. We're also working on systems to make it easier for children to chat with their parents and siblings in different age groups. Age-based chat is designed to prevent children younger than 16 from communicating with adults. By default, users in each age group can chat with users in the groups directly above and below theirs (i.e., users 9-12 can chat with users in their own group, as well as those in the under 9 and 13-15 groups.)

Age Checks For Chat

Your Age (Based on Age Check)	Can Chat With Users (Age-Checked Users in Similar Age Groups)	Cannot Chat With Users
Under 9	 Under 13	 13 & Older
9 to 12	 Under 16	 16 & Older
13 to 15	 9 to 17	 Under 9 & 18+
16 to 17	 13 to 20	 Under 13 & 21+
18 to 20	 16 & Older	 Under 16
21+	 18 & Older	 Under 18

Through [Trusted Connections](#), age-checked users 13 or older can chat freely with people they know.

Age groups shown are for Roblox chat. Age groups may vary by region and product.

The Foundation Supporting Age Estimation

In the spirit of supporting the broader industry, we're sharing some of the insights and findings that guided us in this process.

Privacy is paramount: Roblox's [values](https://about.roblox.com/values) (<https://about.roblox.com/values>), such as Respect the Community, prioritize user privacy as well as safety. This is why images and video used for Facial Age Estimation are deleted immediately after they've been securely processed.

Build multilayered systems: Requiring age checks is one component of our larger multilayered approach to safety. We continually innovate, using the latest technology available to add additional layers. We complement this technology with strict policies and [Community Standards](https://en.help.roblox.com/hc/en-us/articles/203313410-Roblox-Community-Standards) (<https://en.help.roblox.com/hc/en-us/articles/203313410-Roblox-Community-Standards>). Roblox has never allowed image sharing through chat, and we use systems designed to proactively block attempts to exchange personally identifiable information between users who are not [Trusted Connections](https://en.help.roblox.com/hc/en-us/articles/3772551398-5812-Unlocking-Trusted-Connections-Expressive-Chat-Features-Party-Voice-chat-without-filters) (<https://en.help.roblox.com/hc/en-us/articles/3772551398-5812-Unlocking-Trusted-Connections-Expressive-Chat-Features-Party-Voice-chat-without-filters>). Advanced filters are designed to block or remove content that violates our standards. Our goal is to catch any problematic content before users see or interact with it. While no system (including Roblox) is perfect and we cannot prevent all objectionable content from appearing on Roblox, we do our best to detect and moderate content that violates our Community Standards and make it easy for users to [report](https://en.help.roblox.com/hc/en-us/articles/203312410-How-to-Report-Rule-Violations) (<https://en.help.roblox.com/hc/en-us/articles/203312410-How-to-Report-Rule-Violations>) anything they do spot. We also [strongly encourage parents](https://about.roblox.com/resource/parent-caregiver-guide-to-roblox) (<https://about.roblox.com/resource/parent-caregiver-guide-to-roblox>) to talk to their children about internet safety (including online grooming) and what their children are doing online.

Design for accuracy, support with appeals: Our age check process is designed for accuracy—the technology used by our vendor, Persona, has been tested and certified by third-party laboratories. The age estimation models used achieved a Mean Absolute Error of 1.4 years for users younger than 18, based on testing by the Age Check Certification Scheme in the U.K. It's equally important to be prepared for cases that may need correcting—and for any backup methods to be tried and tested.

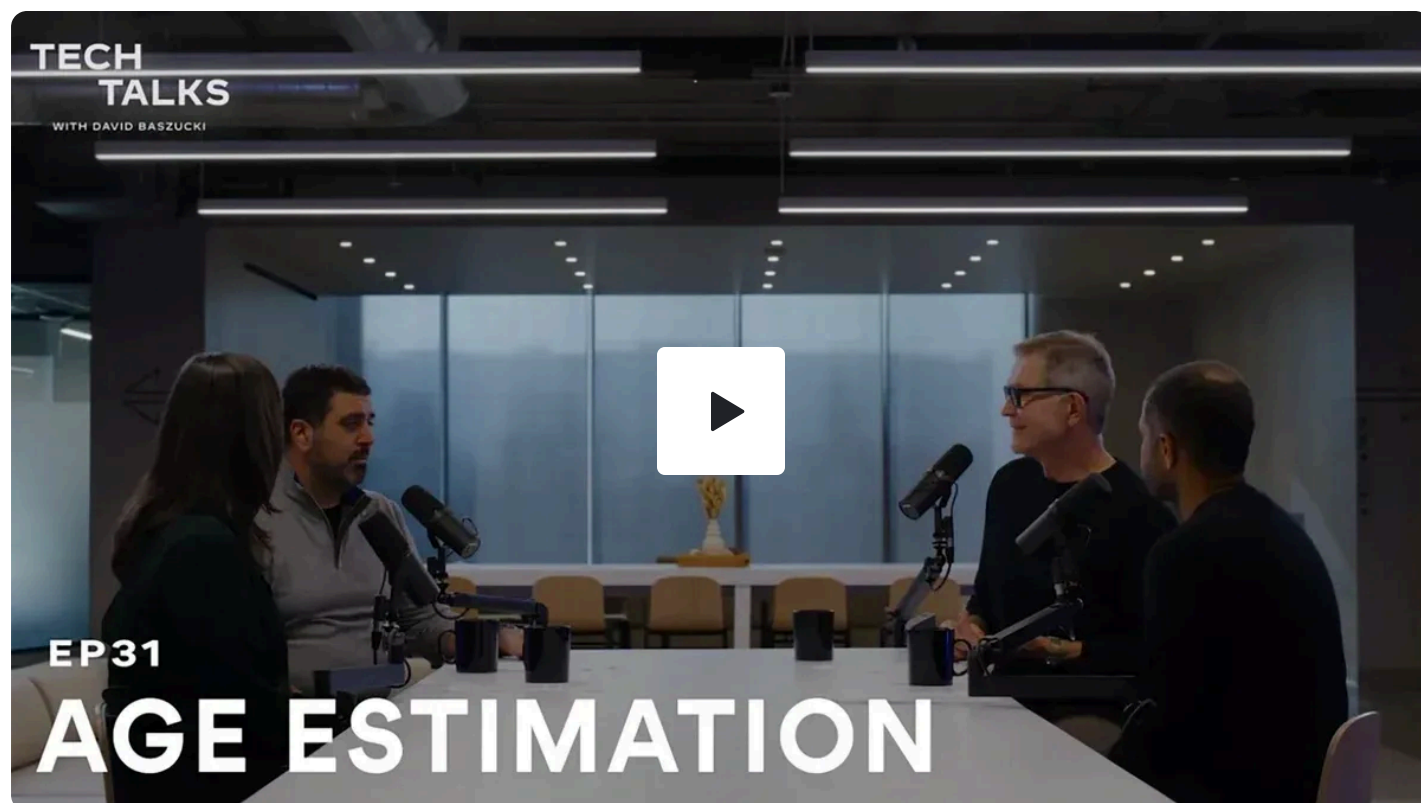
It's important to build these redundant methods into the process from the beginning. For example, we have customer support systems and appeal processes for users to report inaccuracies. Users who want to appeal their age check can verify their age using alternative methods, including ID verification or parental controls that allow parents to update their child's age. We do not stop once the age-check process is complete. Leveraging multiple signals, we are constantly evaluating user behavior to determine if someone is significantly older or younger than expected. In these situations we will soon begin asking users to repeat the age-check process.

Focus on transparency: Explaining the benefits (<https://about.roblox.com/safety-by-age>) of checking users' ages is key to driving adoption. When users see and understand what they gain from an age-based system, that system can apply to all users on a platform. We implemented a voluntary age-check period with prompts that explain the benefits to users.

Today's global rollout is a significant milestone. With each new innovation, we continue to expand our foundation for future innovations. In the coming months, we will require age checks for creators to access Roblox Studio's real-time collaboration features and update our policies around Roblox communities. (The age groups we're currently using for chat may not be identical to those used for Studio or other products.).

For more information about our multilayered approach to safety and how to complete the age check, visit the [Roblox Safety Center](https://about.roblox.com/age-estimation) (<https://about.roblox.com/age-estimation>) and [Help Center](https://en.help.roblox.com/hc/en-us/articles/39143693116052-Understanding-Age-Checks-on-Roblox) (<https://en.help.roblox.com/hc/en-us/articles/39143693116052-Understanding-Age-Checks-on-Roblox>).

For more on the technology and philosophy behind these changes, watch our latest "Tech Talks" podcast:

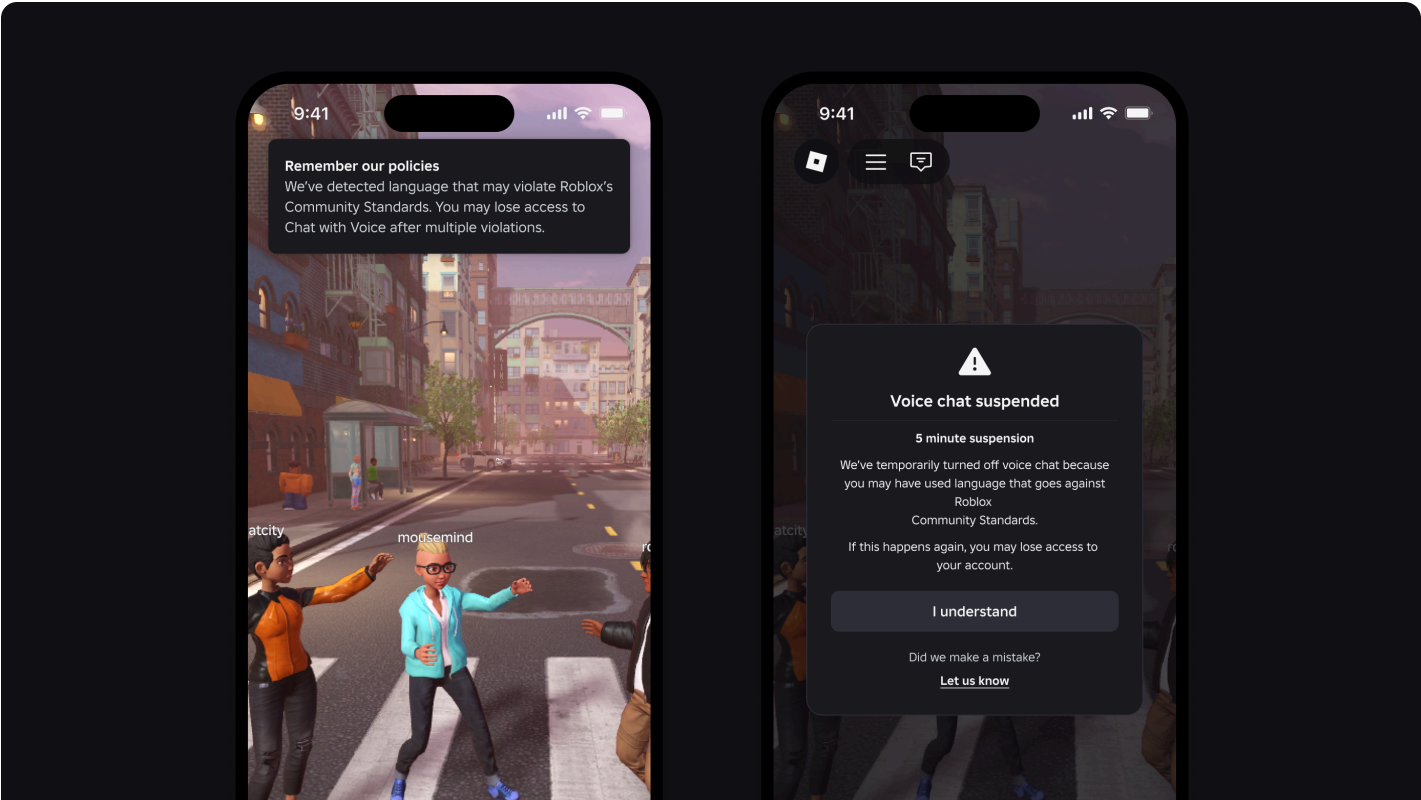




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Aug 24, 2026

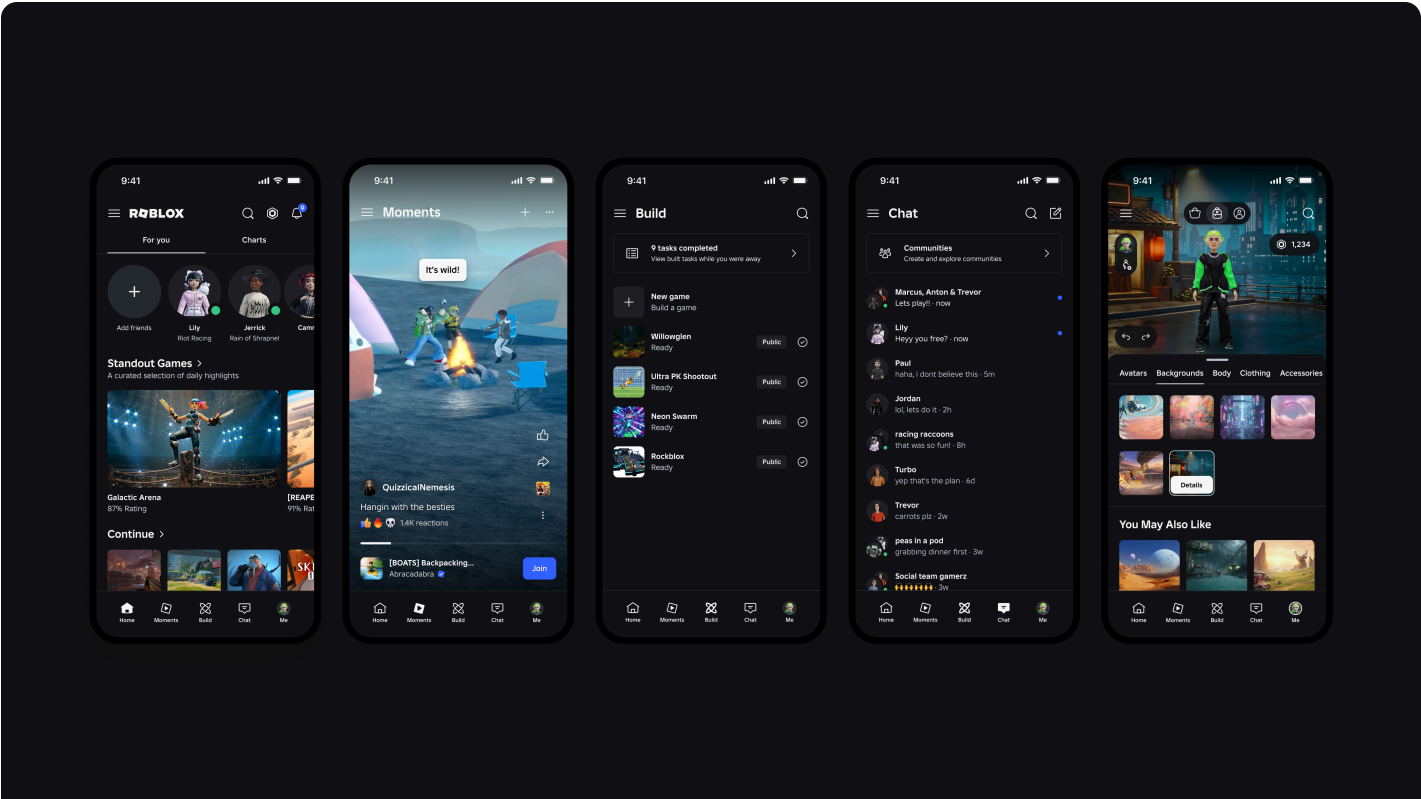
Optimize Testing and Live Updates with Roblox’s Analytics and Experimentation Platform



ENGINEERING

Aug 19, 2026

Roblox Brings Open-Source Safety Models to ROOST Model Community



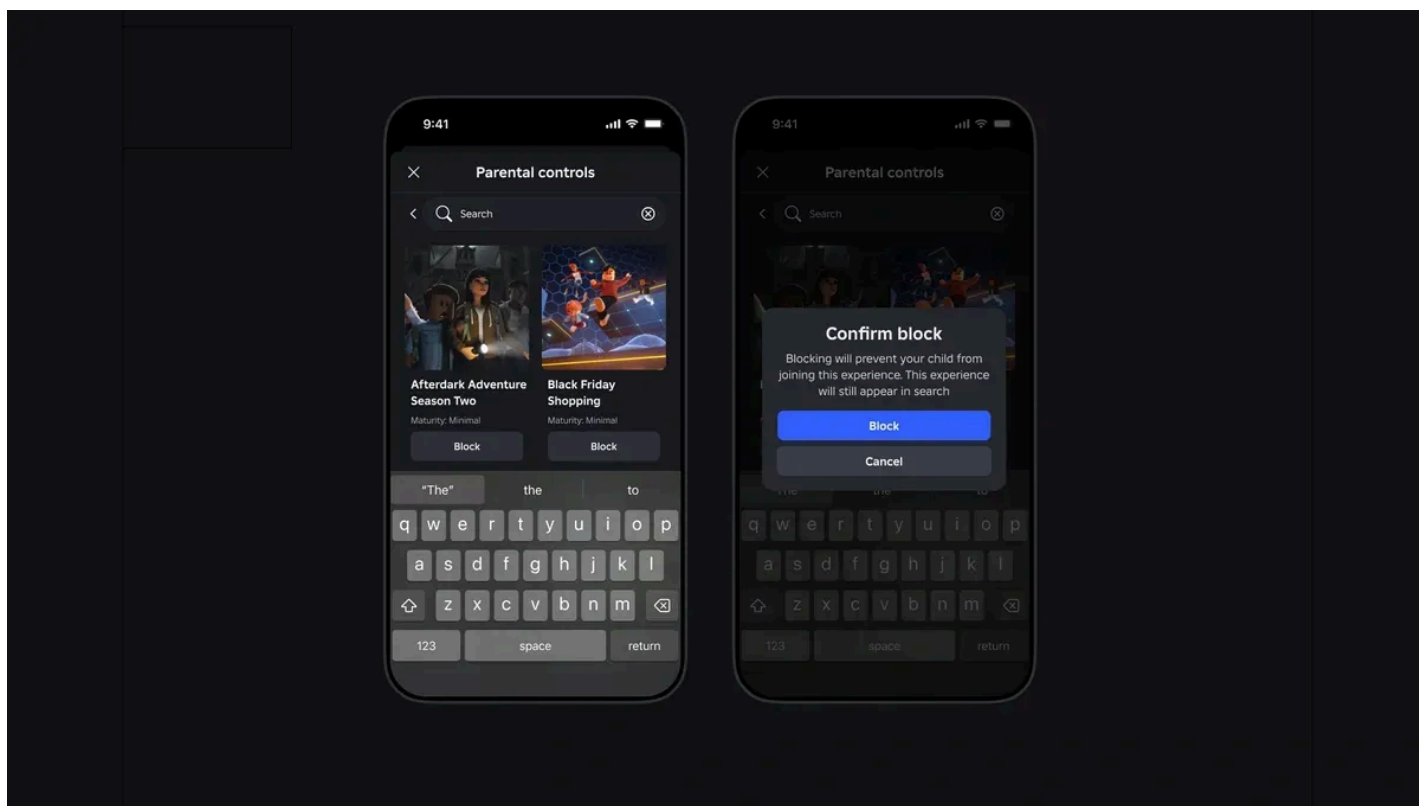
NEWS

Jul 28, 2026

Moments: More Ways to Discover Your Next Favorite Game on Roblox

New Tools for Parents to Personalize Their Child's Experience on Roblox

By Matt Kaufman, Chief Safety Officer Published Apr 2, 2025



- We're launching three additional parental controls to empower families to get the most out of Roblox.
- These include controls that empower parents to limit who their child can connect with, see which experiences their child plays the most, and limit which experiences their child can access.
- Parents can find updated safety guides in our refreshed Safety Center, along with other resources, tools, and how-to instructions.

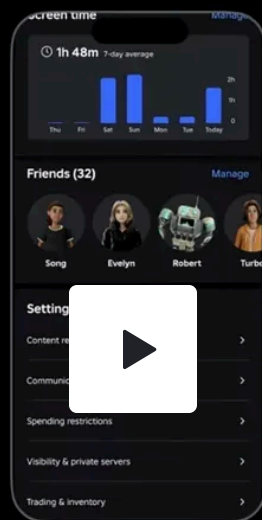
Safety underpins everything we do at Roblox, particularly the safety of our youngest users. We are continually investing in our safety systems, and in 2024, we rolled out more than 40 safety updates. These included built-in protections for our youngest users, new content labels, and limits on how users younger than 13 can communicate. Today, we're launching three additional tools for parents, including the ability to block specific experiences or people on their child's friends list and the ability to see which experiences their kid is spending the most time in.

This launch follows several major updates we made to our [parental controls](https://about.roblox.com/newsroom/2024/11/major-updates-to-our-safety-systems-and-parental-controls) (<https://about.roblox.com/newsroom/2024/11/major-updates-to-our-safety-systems-and-parental-controls>) several months ago, when we shared our goal to provide parents with granular controls to monitor how their child spends their time on Roblox. We know children develop on different timelines and parents have different comfort levels regarding how much time their kid spends online, where they spend it, and who they spend it with. In developing parental controls, we prioritize transparency and ease of use to make it as simple as possible for parents to implement them. It's also important to note that, regardless of whether parents use these controls, we consider the safety of our youngest users paramount to the Roblox experience.

These changes have been supported by many of our key partners in the online safety space. One of those partners, Larry Magid, CEO of ConnectSafely, said "Providing tools blocking specific friends and Roblox experiences, along with visibility into how long their child is playing Roblox games, enables parents to better support their children's safe use of the platform. Roblox has consistently provided parents with tools that enable their children to enjoy the platform, while helping protect them against online risks. These new friend- and experience-blocking tools provide parents with even more ways to help ensure their children are using it safely. Safety, fun, and adventure are not mutually exclusive."

In addition to these new controls, we're updating our [Safety Center](http://roblox.com/safetycenter) (<http://roblox.com/safetycenter>) to serve as a hub for safety resources, tools, and policies for users and parents alike. Here, users can find our latest Community Standards, reporting tools, and transparency reports, as well as information about the global safety experts and organizations we partner with to share knowledge and best practices as the industry evolves. This work reinforces our commitment to transparency, civility, and user protection across all experiences.

We're also launching our updated [open-source voice safety classifier](https://about.roblox.com/newsroom/2025/04/updating-ml-voice-safety-more-languages) (<https://about.roblox.com/newsroom/2025/04/updating-ml-voice-safety-more-languages>). This model allows us to moderate millions of minutes of voice chat per day, across eight languages, more accurately than human moderators. We know safety transcends Roblox, which is why we open-source our AI safety models and recently joined [ROOST](https://roost.tools/) (<https://roost.tools/>), a nonprofit that's tackling digital safety, as a founding member.



Introducing
personalized
Parental Controls

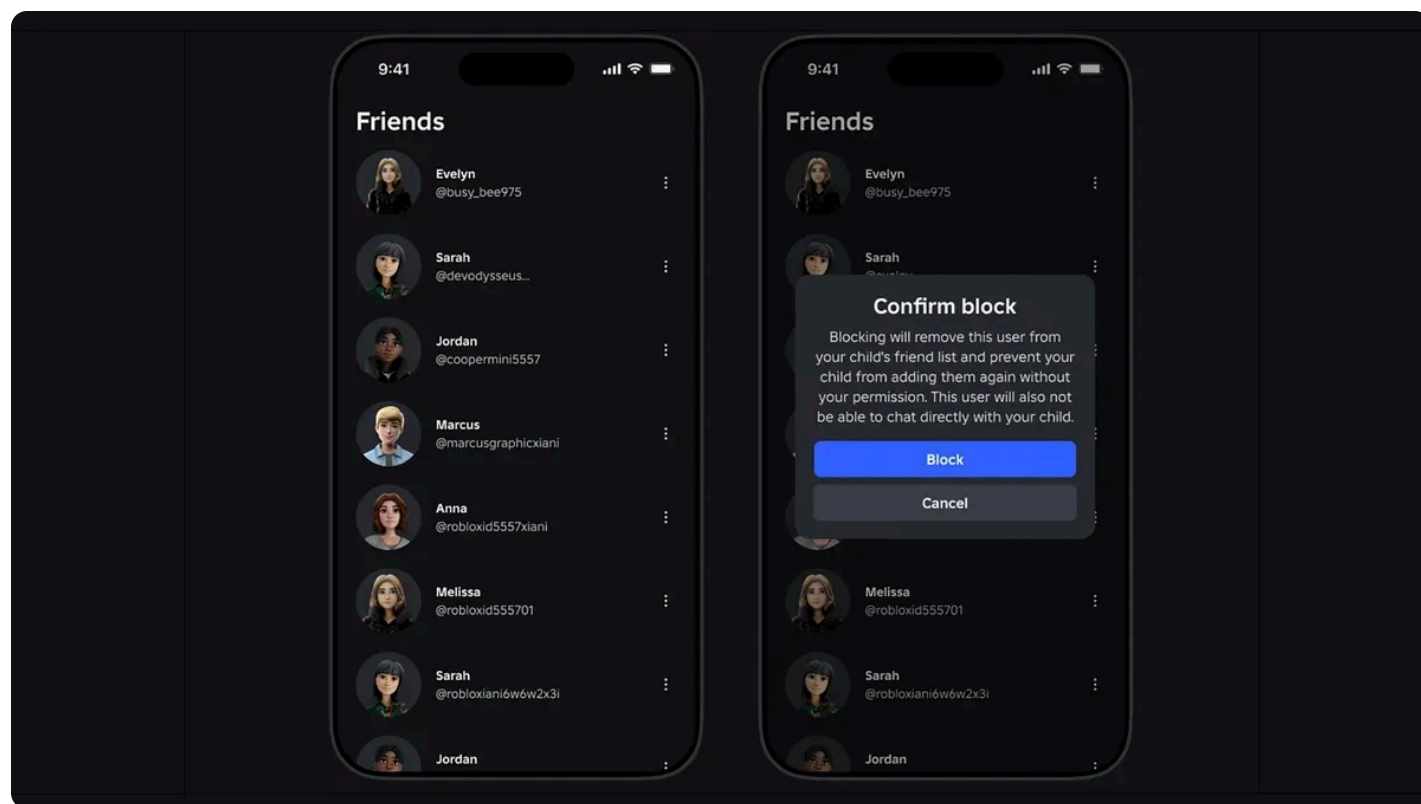
Setting Up Parental Controls

Parents or caregivers who want to start using these new controls or become more involved in monitoring their child's activity can link their Roblox account to their child's account after verifying themselves with an ID or credit card. After linking accounts, parents can manage their child's experience from Parental Controls.

[Click here to learn how to link your account to your child's.](https://about.roblox.com/families#parental-controls) (<https://about.roblox.com/families#parental-controls>)

Blocking Specific Friends

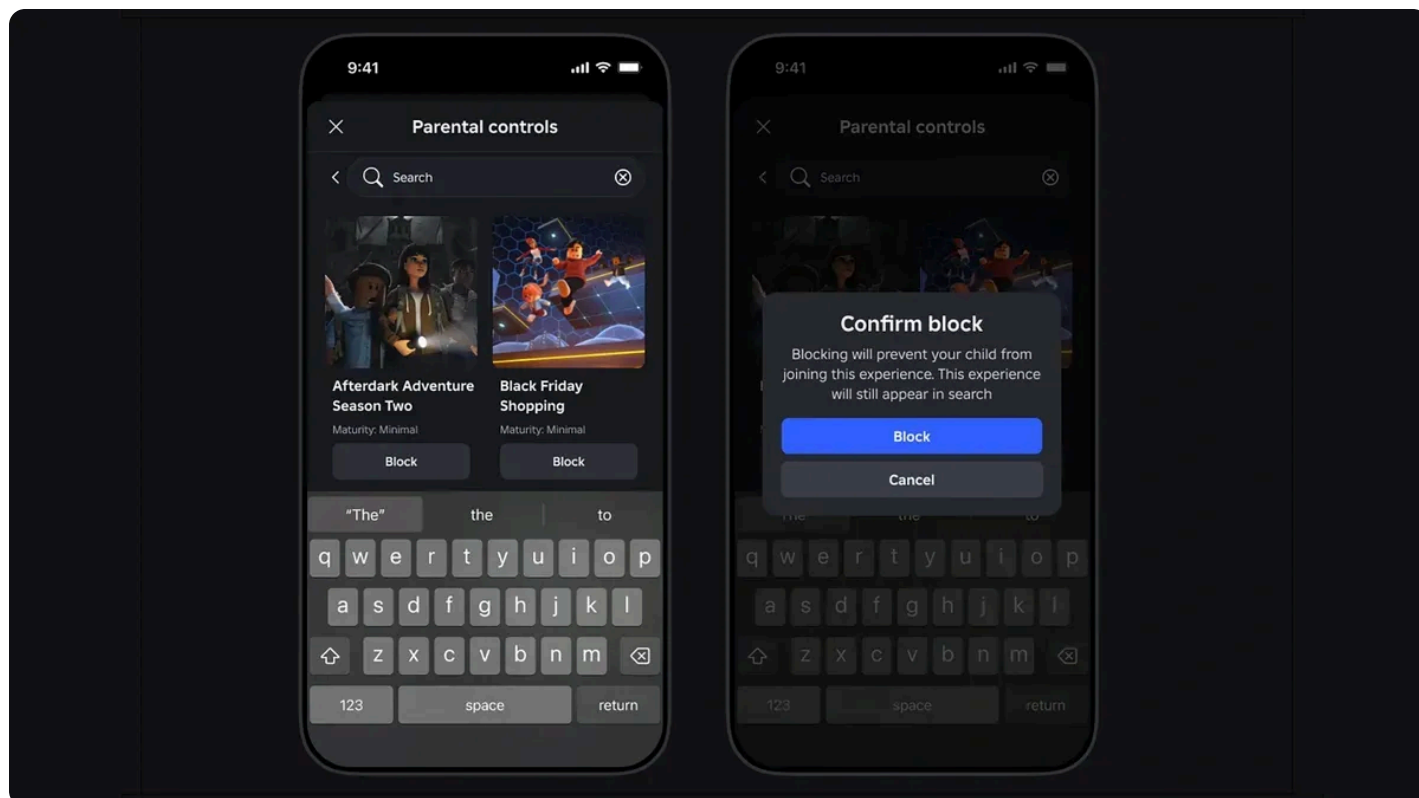
Our last update enabled parents to view their child's friends list. With friend blocking, parents can now block anyone on that friends list with whom they do not want their child direct messaging. Parents also have the option to report anyone on that friends list if they believe that person is violating Roblox policies. Should a parent want to unblock someone, they can easily do so from Parental Controls. Children under the age of 13 cannot unblock users their parents have blocked. They can, however, send a request to their parent or caregiver to ask them to do so.



Blocking Specific Experiences

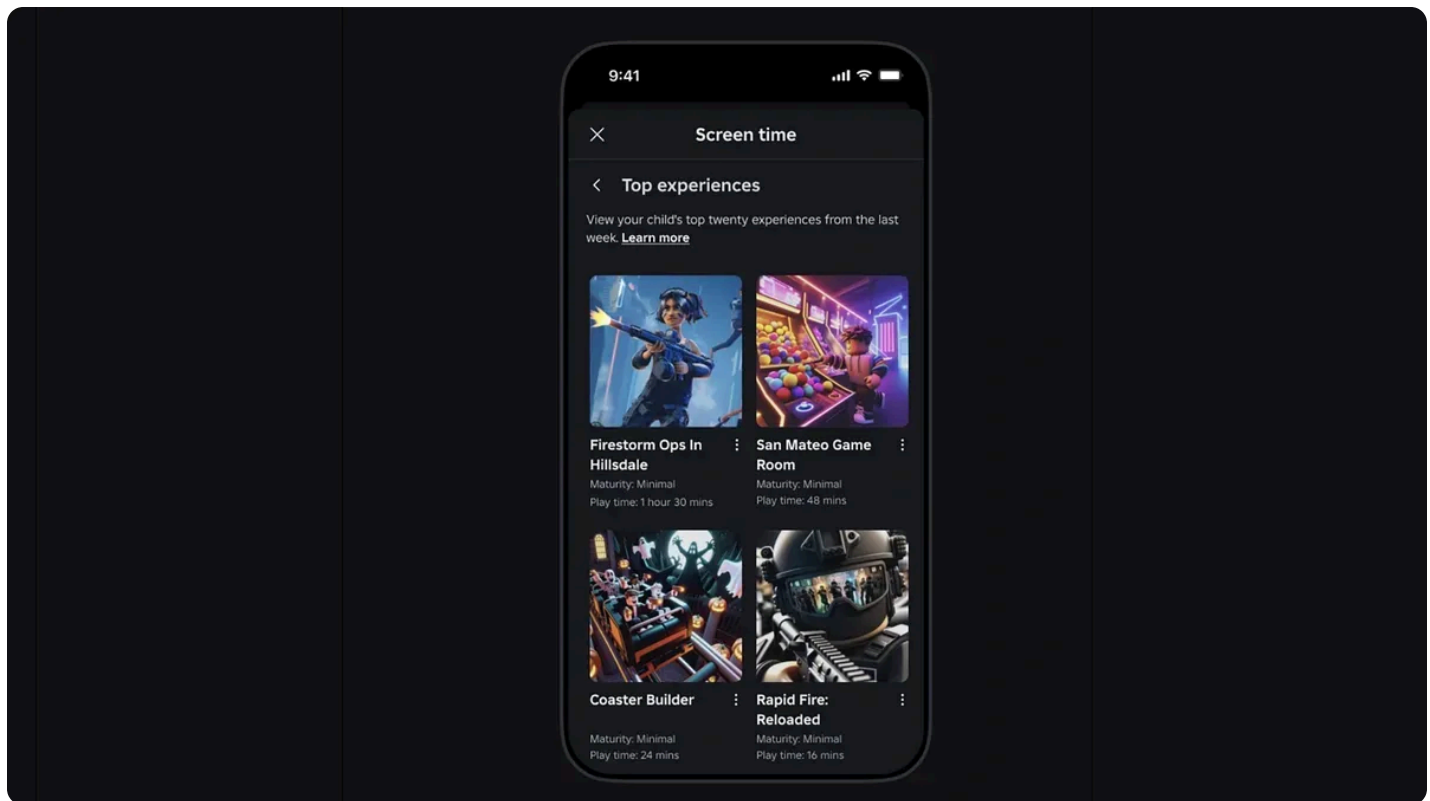
Parents already have a setting to review or change the [content maturity level](https://en.help.roblox.com/hc/en-us/articles/8863284850196-Content-Maturity-FAQ) (<https://en.help.roblox.com/hc/en-us/articles/8863284850196-Content-Maturity-FAQ>) for their child's account, which determines the type of experiences their child can access. Today, we're releasing experience-level blocking for parents who want more granular control over the experiences their child can join. For example, they may want their child to have access to Moderate content in general, but not to a specific experience that appears in the Moderate category. Experience-level blocking empowers parents to block any specific experiences that they don't want their child to access.

Parents will now find a section titled Blocked experiences within the Content restrictions section of Parental Controls. Here, parents can search for specific experiences and choose the ones they'd like to block. When they hit the block button, a pop-up will ask them to confirm that they want to block this experience. The list of all Blocked experiences will appear in the same Blocked experiences section. Children will see this list in the Blocked experiences section of their settings and will be able to request parental consent to unblock a specific experience. However, they will not be able to remove items from the blocked list themselves until they are 13.



Viewing Detailed Insights About Your Child's Screen Time

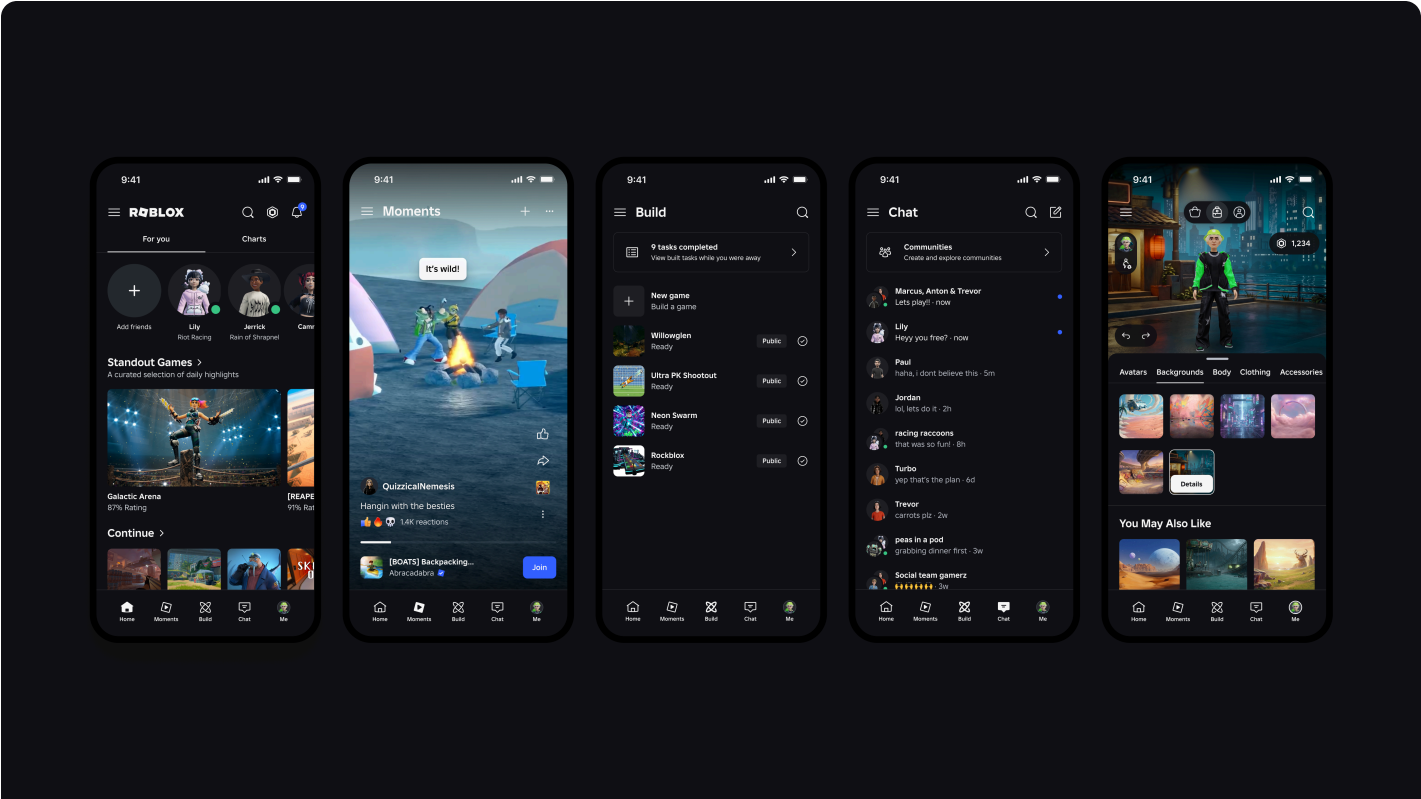
Parents can already view and set limits on their child's daily screen time. With these new updates, parents gain more granular insights into how their child spends their time on Roblox. Now, parents can see the 20 experiences in which their child has spent the most time over the last week, sorted by total time. If parents spot any experiences they don't want their child to access, they can block the experience, either from this list or from the Blocked experiences section described above.



NEWS

Aug 24, 2026

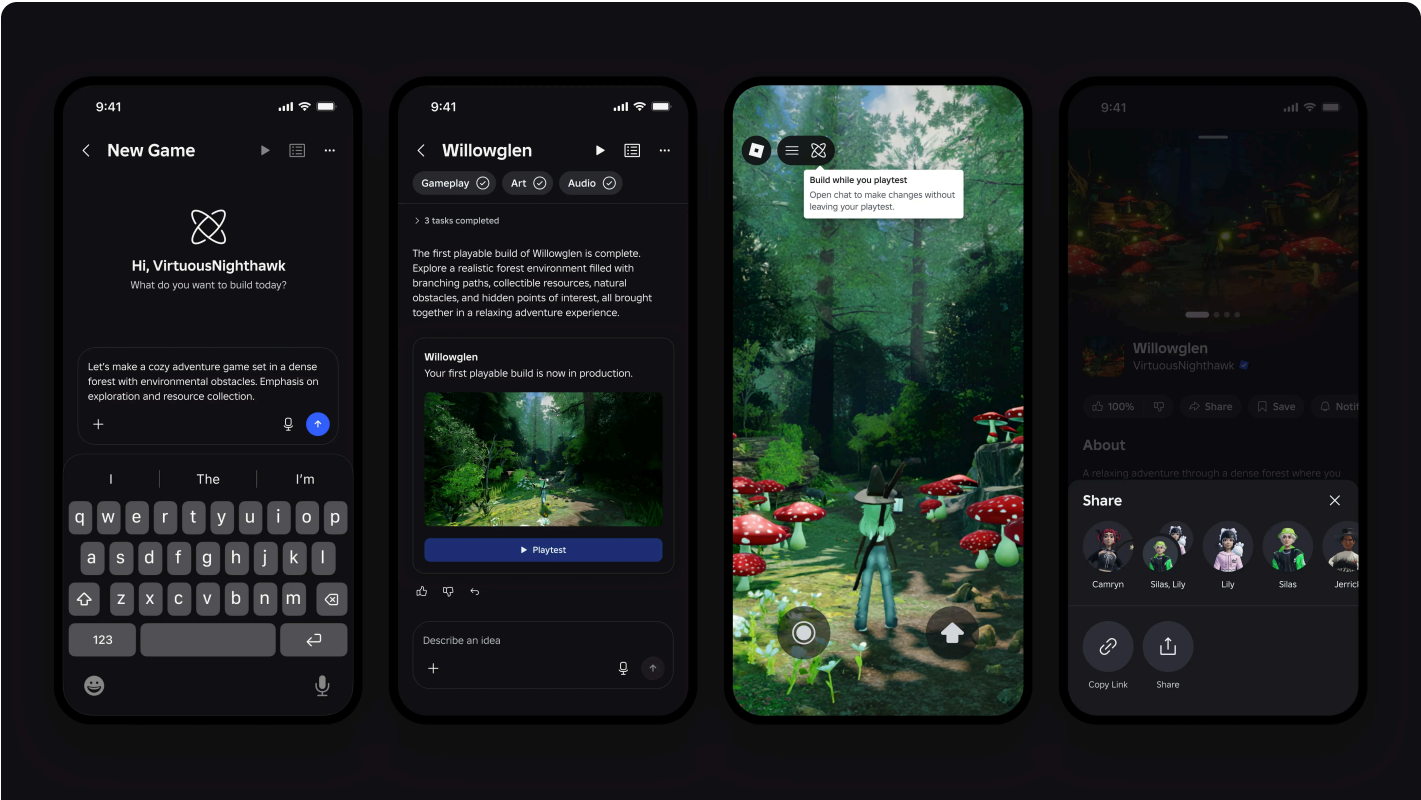
Optimize Testing and Live Updates with Roblox's Analytics and Experimentation Platform



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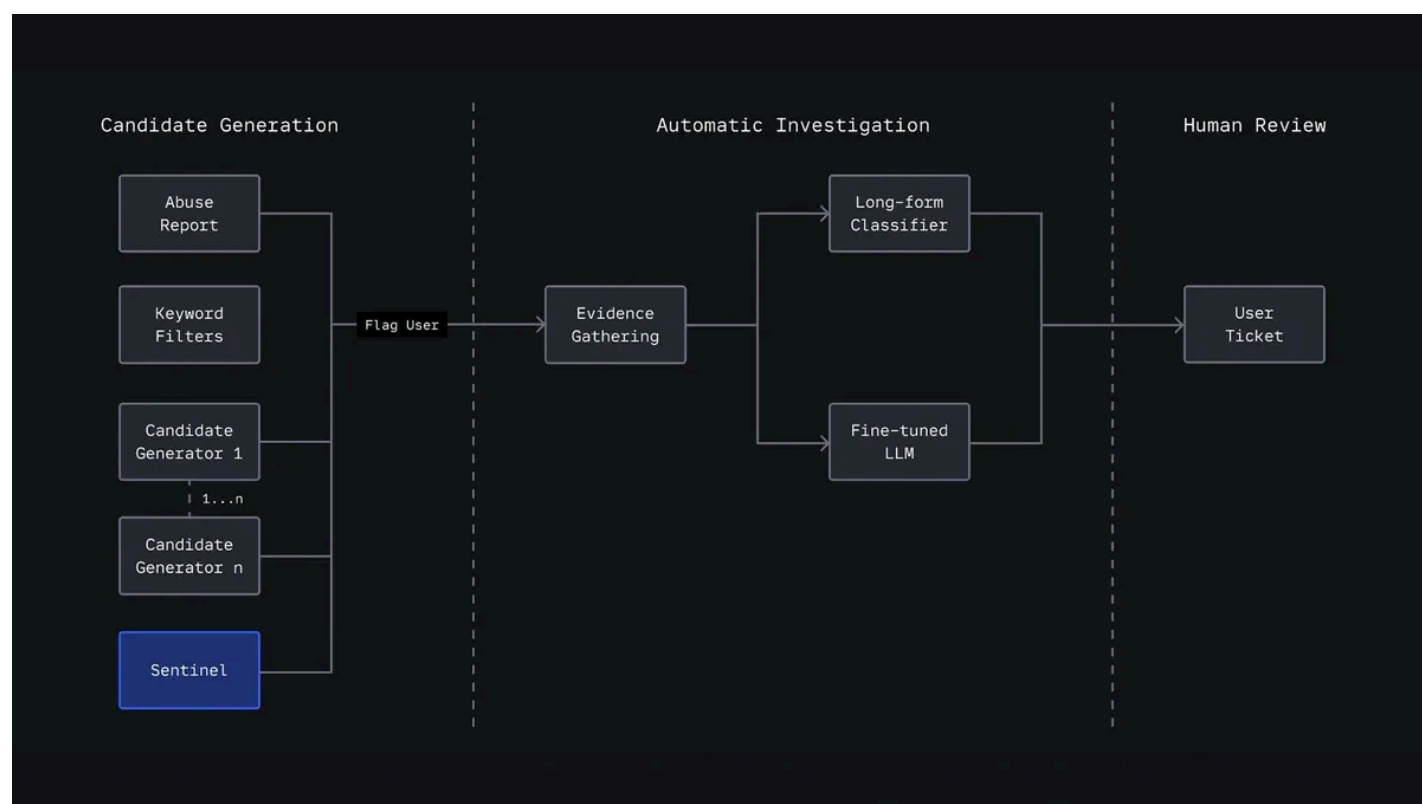
Jul 16, 2026

Build Without Limits on Roblox

Open Sourcing Roblox Sentinel: Our Approach to Preemptive Risk Detection

Using AI to Help Detect Abnormal Chat Patterns Early

By Naren Koneru, Vice President of Engineering, Safety, and Eleonore Vonck Published Aug 7, 2025



- Every day, more than 100 million users of all ages have a safe and positive experience on Roblox.
- We strive to make our systems as safe as possible by default, especially for our youngest users. We do this with our extremely conservative policies and leverage AI to filter inappropriate messages in chat that we detect, including personally identifiable information (outside of [Trusted Connections](https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication) (<https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication>)). We proactively moderate content and do not allow the sharing of real-world images in chat.
- Of course, no system is perfect, and one of the biggest challenges in the industry is to detect critical harms like potential child endangerment. A series of friendly chats and supportive messages might take on a different meaning over the course of a longer conversational history, especially when it happens between users of different age groups.
- We have developed Roblox Sentinel, an AI system built on contrastive learning that helps us detect early signals of potential child endangerment, such as grooming, allowing us to investigate even sooner and, when relevant, report to

law enforcement.

- In the first half of 2025, Sentinel helped our team to submit approximately 1,200 reports of potential attempts at child exploitation to the National Center for Missing and Exploited Children. This includes attempts to circumvent our filtering mechanisms and other safeguards.
- We are excited to [open source Roblox Sentinel \(https://github.com/Roblox/Sentinel\)](https://github.com/Roblox/Sentinel), and we are actively seeking community engagement, which we hope will help build a safer internet.

Spending time with friends and competing with other players is a central component of Roblox, and communication is at the heart of those activities. In fact, every day, more than 111 million users come to Roblox, where the community sends an average of 6.1 billion chat messages and generates 1.1 million hours of voice communications in dozens of languages. This communication mirrors the real world—the vast majority is everyday chat, from casual conversations to discussing gameplay, but a small number of bad actors seek to circumvent our systems and possibly attempt to cause harm.

Last month, we shared [our vision for age-based communication \(https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication\)](https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication). We strive to make our systems as safe as possible by default, especially for our youngest users. For example, we do not allow user-to-user image or video sharing via chat. Our systems, while not perfect, are continuously improving and are designed to proactively block personally identifiable information—like phone numbers and usernames—and chat between [non-age-verified users \(https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication\)](https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication) is strongly filtered (and not allowed for users under 13). Roblox is one of the largest platforms that require facial age estimation to chat more freely with the people you know. Our goal is to lead the world in safety for online gaming, and we're committed to [open sourcing \(https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach\)](https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach) key [safety technology \(https://about.roblox.com/newsroom/2025/07/roblox-guard-advancing-safety-for-llms-with-robust-guardrails\)](https://about.roblox.com/newsroom/2025/07/roblox-guard-advancing-safety-for-llms-with-robust-guardrails).

Today, we're releasing our latest open-source model, [Sentinel \(https://github.com/Roblox/Sentinel\)](https://github.com/Roblox/Sentinel), an AI system to help detect interactions that could potentially lead to child endangerment. Long before something becomes explicit, Sentinel enables us to detect and investigate subtle patterns early, and when relevant, report to law enforcement.

Sentinel has been running on Roblox since late 2024 and is the latest addition to our open-source safety toolkit. In the first half of 2025, 35% of the cases we've detected are due to this proactive approach, in many cases catching them before an abuse report could be filed. When combined with our other moderation systems, Sentinel expands the arsenal of tools we have to detect and act on these potentially serious violations.

Understanding the Challenge

Child endangerment is a challenge across the industry, making new technologies and open collaboration incredibly valuable. Online grooming—the systematic building of trust and emotional connection with the ultimate goal of exploitation—is by nature a subtle and gradual process. These interactions are rare and often start as a series of friendly chats, supportive messages, and shared interests. Messages that initially appear innocuous can take on a different meaning over the course of a longer conversation history. Bad actors often use subtle, indirect, or coded language—purposely making patterns hard to detect, even for human reviewers. Therefore, our detection systems continually evolve to keep pace with new ways bad actors attempt to evade our systems. On top of this, training data for grooming is rare—making it difficult to train machine learning systems.

Proactive Impact and Operational Insights

Sentinel is currently running in production at scale. In the first half of 2025, its proactive capabilities have helped our team submit approximately 1,200 reports to the National Center for Missing and Exploited Children. While we will always have room to improve, Sentinel's early detection capabilities are already helping us identify and investigate potential bad actors earlier in the process, when messages are still subtle and before they are surfaced by user-submitted abuse reports.

Human experts are essential for investigating and intervening in the cases Sentinel detects. Trained analysts, typically former CIA or FBI agents and other experts, review cases that Sentinel flags as potentially violative. The decisions made by these analysts create a feedback loop that enables us to continuously refine and update the examples, indexes, and training sets. This human-in-the-loop process is essential to help Sentinel adapt to and keep pace with new and evolving patterns and methods of bad actors working to evade our detection.

Sentinel is an important part of Roblox's larger [layered safety system](https://about.roblox.com/newsroom/2025/07/roblox-ai-moderation-massive-scale) (<https://about.roblox.com/newsroom/2025/07/roblox-ai-moderation-massive-scale>), which blends innovative AI tools and thousands of human experts. As of today, it's also part of our Roblox open-source safety toolkit. We believe fostering a safer digital world is a shared responsibility. By open sourcing safety systems like [Sentinel](https://github.com/Roblox/sentinel) (<https://github.com/Roblox/sentinel>), and sharing our approaches and becoming founding members of organizations such as the Robust Open Online Safety Tools (ROOST (<https://roost.tools/>)) and the [Tech Coalition](https://technologycoalition.org/) (<https://technologycoalition.org/>)'s [Lantern](https://www.technologycoalition.org/newsroom/announcing-lantern) (<https://www.technologycoalition.org/newsroom/announcing-lantern>) project, we hope to contribute to the collective advancement of online safety practices and the online communities that rely on them.

“Too many platforms today lack access to the sophisticated tools needed to identify and prevent online harms, particularly those targeting children. At ROOST, we believe that robust safety protections should be accessible to anyone committed to protecting their users, and we're so excited that Roblox is contributing more openly available tools to the trust and safety space.”

Juliet Shen, Head of Product at ROOST

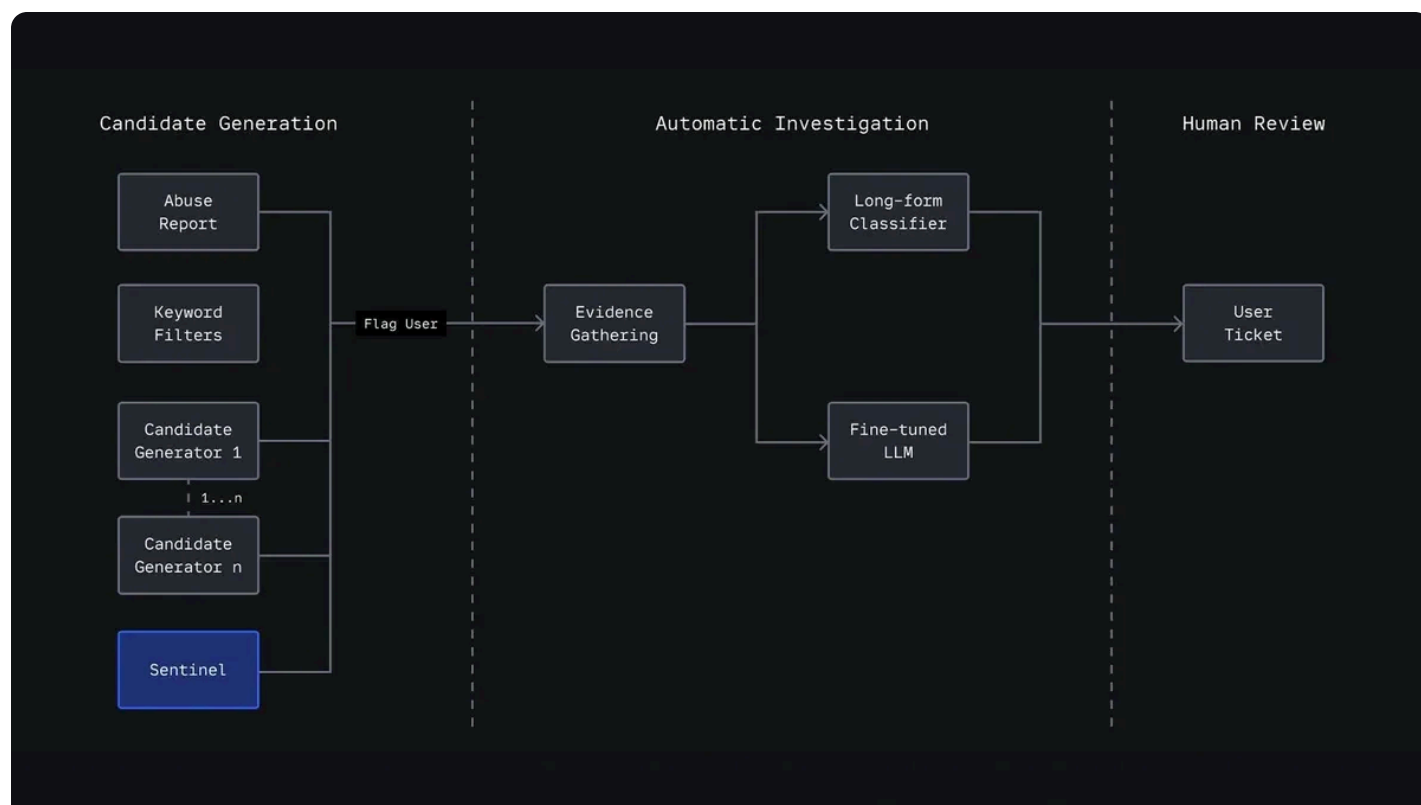
Our longer-term vision for Sentinel extends beyond conversation. The principles of using embeddings and contrastive measuring are highly adaptable. We're actively exploring and developing capabilities to apply these techniques to a wider range of user interactions, moving toward multimodal understanding—across text, image, video, and more. By analyzing these signals together, we hope to work toward a more holistic, robust understanding of user behavior so we can better identify potential safety risks that single-modality systems could miss.

Inside the Tech: How Sentinel Powers Preemptive Detection

To help enable our moderation system to act swiftly, before intent to harm goes beyond intent, Sentinel needs to run the full analysis pipeline in near real time—at a massive scale, across 6 billion-plus chat messages every day. Sentinel continuously captures text chat in one-minute snapshots. Messages are automatically analyzed by ML, with the sole intent of identifying potential harms, such as grooming or child endangerment. Additionally, we aggregate this information over time, identifying concerning cases and patterns for human analysts to assess and investigate.

Unlike tools that rely on static rules and labeled examples, Sentinel uses self-supervised training to learn how to spot—and generalize—communication patterns as they occur. This allows Sentinel to identify new and evolving threats.

The team achieved this by developing two indexes. One is made up of communication from users who interact with safe, benign messaging—the positive index. The other is composed of communications that were removed because we determined they were child-endangerment policy violations—the negative index. This contrastive approach helps the system generalize and spot evolving threats even if they don't precisely match the previously detected communication patterns from the index. One of Sentinel's key advantages is that it does not require a large number of exemplars to function. This is particularly important in light of the low prevalence of negative exemplars. Our current production system operates with just 13,000 exemplars in the negative index, while still successfully identifying potential harm.



How Sentinel fits into our overall safety system.

The Positive Index

To build the positive index, we use a curated sample of chat history from users with no history of safety-related Community Standard violations and consistent, long-term positive engagement on Roblox. By using this curated sample of Roblox chat history, rather than generic text datasets, we were able to help Sentinel learn new slang and Roblox-specific language patterns and styles. This helps the system make more accurate comparisons, reducing false positives and allowing it to better differentiate between typical Roblox communication and violative communication.

The Negative Index

The negative index is built from conversations reviewed by our human moderators, where we've found clear evidence of child endangerment policy violations (which we've already taken action on). When a user's interactions show sustained, concerning activity, we label specific snippets of those conversations as examples of harmful communication. Those labeled segments are transformed into embedding vectors and added to the negative index. With this training, Sentinel learns to go beyond flagging certain words or phrases; it learns from the contextual patterns and progressions that real intent-to-harm conversations follow.

Because of this, the system can recognize harmful communications that our other AI moderation systems may not, even when they appear subtle.

For example, simple messages such as “Hey, how are you?” would match the positive index because the language is benign. A message like “Where are you from?” would match the negative index because it matches patterns of potential grooming conversations. The system compares new messages with these indexes, and if it sees a user asking “Where are you from?” it may start gathering more information to see if the conversation continues down the negative path. While one message wouldn’t be enough to flag for human review, a continued pattern would be.

Contrastive Measuring

This contrastive measuring approach is inspired by [SimCLR \(https://arxiv.org/abs/2002.05709\)](https://arxiv.org/abs/2002.05709), a self-supervised learning framework that uses contrastive measuring to train image representation models without labeled data. We’ve adapted this technique to work with text and voice data, enabling Sentinel to understand what a user says and how it conforms with or diverges from known patterns. This works in three stages: interaction scoring, pattern tracking, and taking action.

Measuring Individual Interactions: Each message is converted into an embedding, or a vector that captures the action’s semantic and communication features. Sentinel compares this embedding against the positive and negative indexes. Using cosine similarity, the system then measures which index the interaction is closer to.

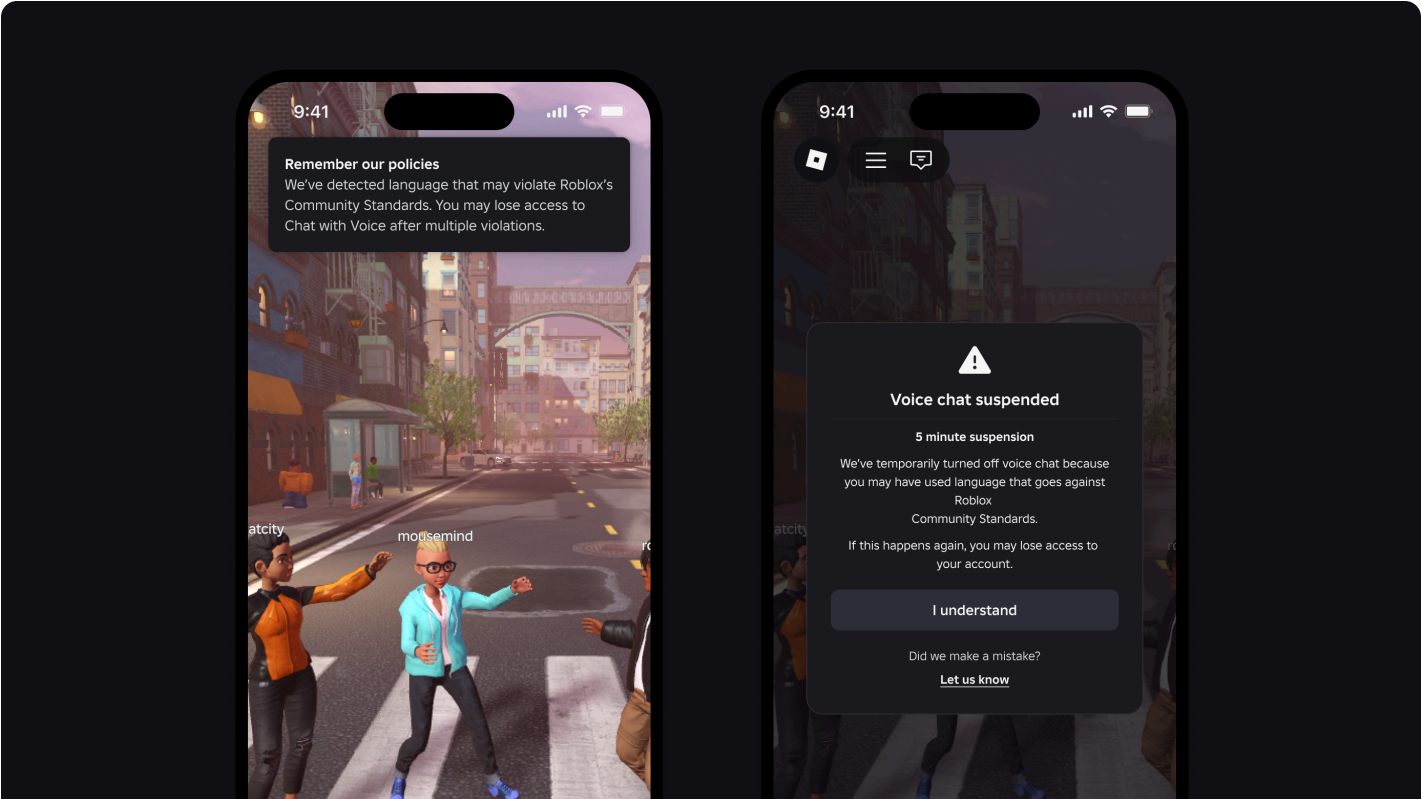
If the interaction is more aligned with the harmful patterns in the negative index, it receives a higher risk indicator. Messages that don’t meaningfully align with either safe or harmful communication patterns are filtered out, so the system can focus only on the interactions that carry a potential signal. This can help reduce false positives and improve the accuracy of measuring interactions over time.

Tracking Patterns With Skewness, Not Just Averages: Bad actors often mask their intent by mixing it in among harmless content. If we simply averaged a user’s measurement over time, the negative messages we want to detect could become lost in the noise. Instead, Sentinel looks at the distribution of measurements over time and measures statistical skewness—a way of detecting whether there are rare, high-risk messages pulling the risk profile upward.

This helps us detect early signs of escalation toward dangerous communication, even if most interactions seem benign. When we analyze skew, we also correct for volume. Highly active users might look riskier because their communication shows a larger absolute number of matches. By emphasizing statistical skew rather than overall volume, we can avoid false positives involving chatty but compliant users. With this, Sentinel is not just scalable, it is more precise, capable of processing vast communication flows to find the rare but critical signals that help us detect intent to harm.

Going From Signal to Action: As more interactions are measured, the system builds a dynamic risk profile. When a user’s pattern shows strong alignment with intent-to-harm communication, or a skew moving in that direction, Sentinel triggers a flag for deeper review and investigation.

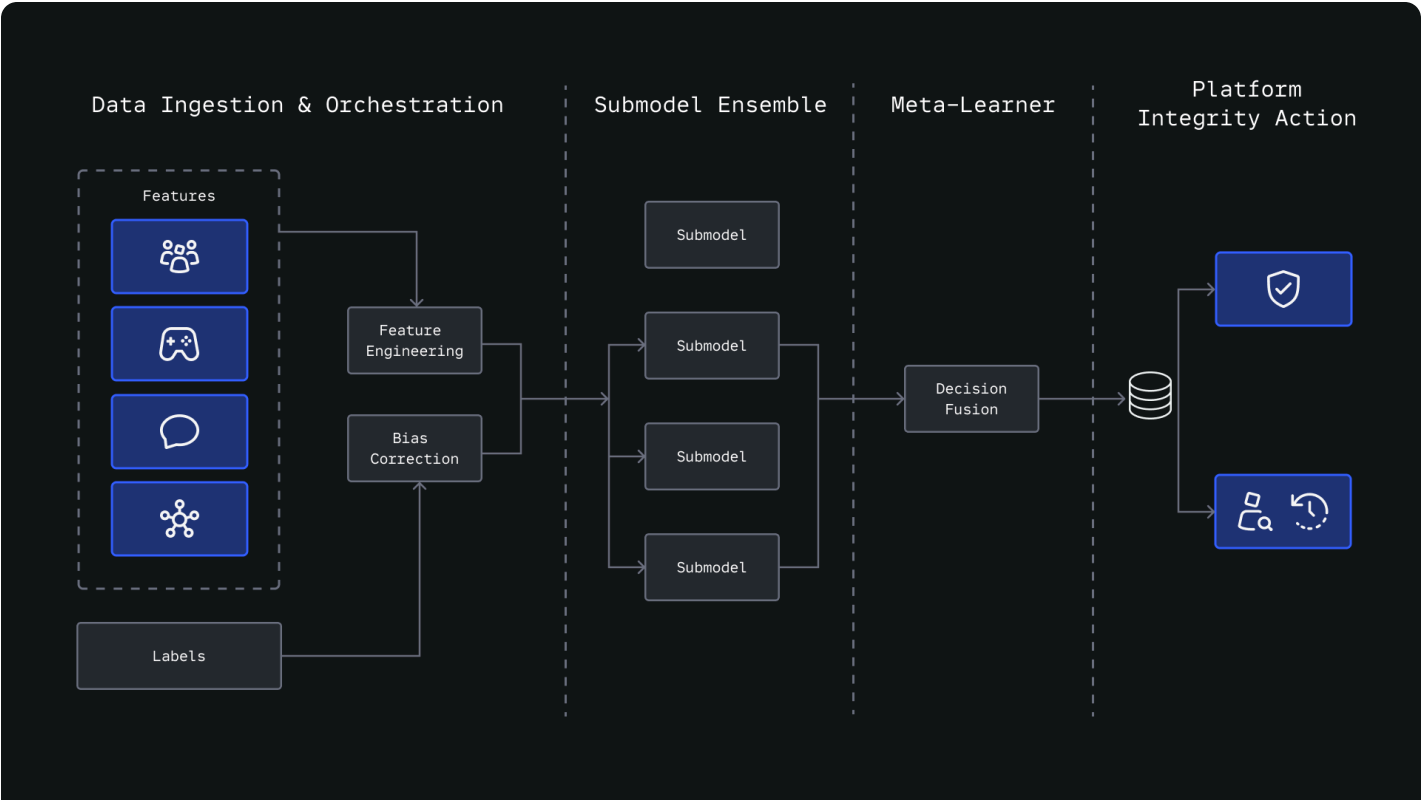
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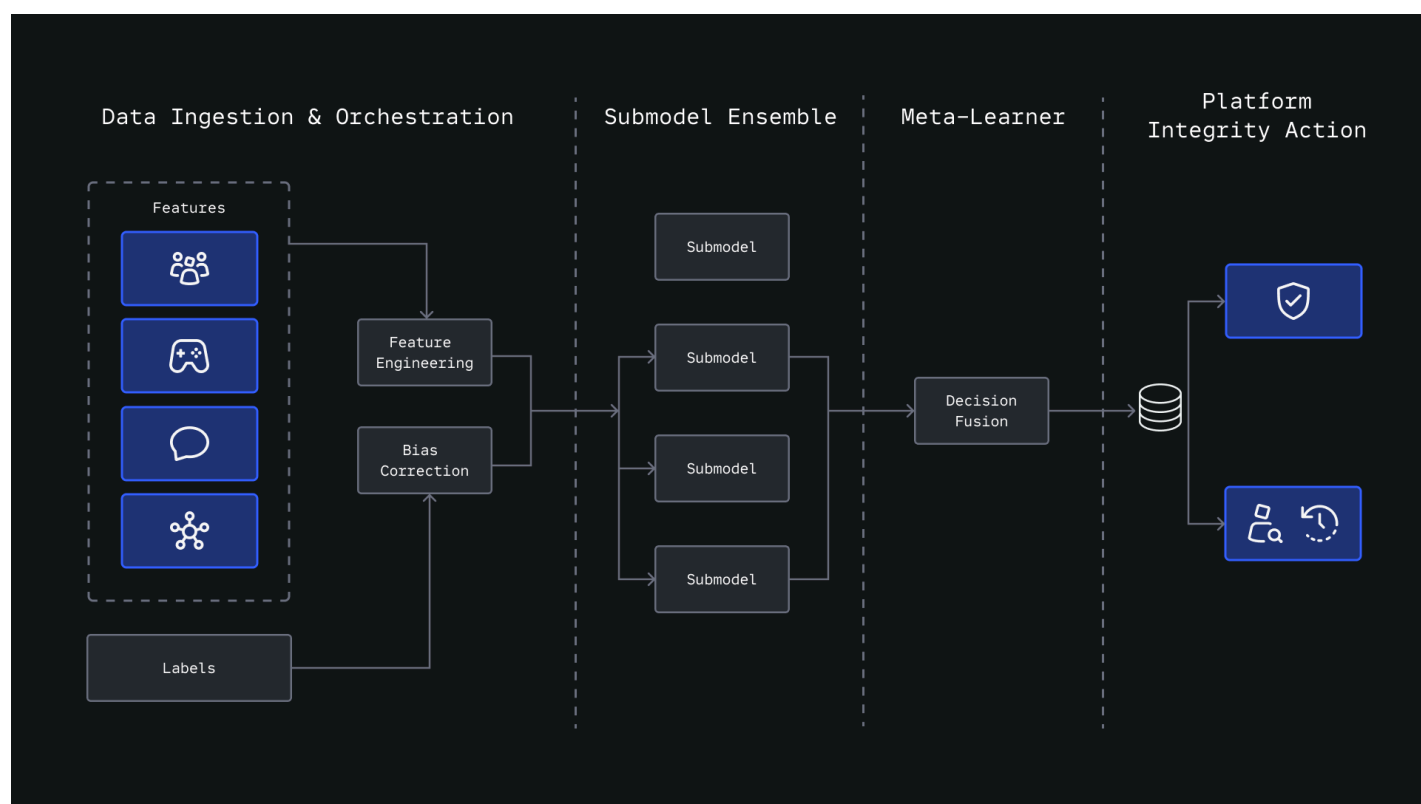
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Roblox Unveils New Security Research and Tools at Black Hat and BSides Las Vegas

Beyond the Selfie: How Roblox's Age-Assurance System Helps Keep Age Checks Current

A Modular, Multimodal Behavioral ML System That Prioritizes Safety

By Xixi Wang Published Aug 4, 2026



Roblox's [Facial Age Estimation](https://about.roblox.com/newsroom/2025/11/roblox-requires-age-checks-limits-minor-and-adult-chat) (<https://about.roblox.com/newsroom/2025/11/roblox-requires-age-checks-limits-minor-and-adult-chat>) system has processed 338 million age-check records to help Roblox users unlock age-appropriate chat and access age-appropriate games on the platform. The technology we use for facial age checks was selected because it's been tested and certified by third-party labs and has proven to be more accurate than self-declared age. This initial age check is necessary, but age assurance doesn't end at the selfie. Accounts could be shared or handed off to a younger sibling. Bad actors could attempt to probe our defenses. To move age assurance beyond a point-in-time signal, we built a high-throughput ML layer that evaluates whether an account's ongoing behavior still matches its estimated age over time. Our feature-level modular design enables efficient model updates and rapid adaptation to shifting behavioral patterns.

Reliably operating our end-to-end age-assurance workflow is as much a distributed systems challenge as an ML challenge. Age estimation itself is a difficult ML problem because age boundaries are not behavioral cliffs. Parents may enjoy the same experiences as their children, and language varies across culture, context, and community as well as age. No single behavioral

signal can reliably capture nuanced behavioral patterns that shift over time and under adversarial pressure. Even our strongest ground truth labels come from a selected population and can carry bias.

Operating at Roblox scale adds additional complexity. In each daily inference cycle, we assemble behavioral signals from across the platform, run submodels on the compute stack best suited to each workload, and combine their outputs into one calibrated estimate. Our models range from traditional ML classifiers to multilingual transformers with over 300 million parameters. The system processes close to two billion account-level records each day, while training draws on nearly 30 million high-confidence age labels.

Building the entire system in-house gives us the transparency and control we need to review all features and signals for privacy, which is a central design requirement. We can also use Roblox-specific signals that capture how an account is used over time—longitudinal context that a standalone external estimator would not have on its own. It also gives us control over the full ML life cycle. We can combine modalities as they become available, and calibrate outputs for Roblox safety workflows while monitoring, gating and updating individual components as behavior changes.

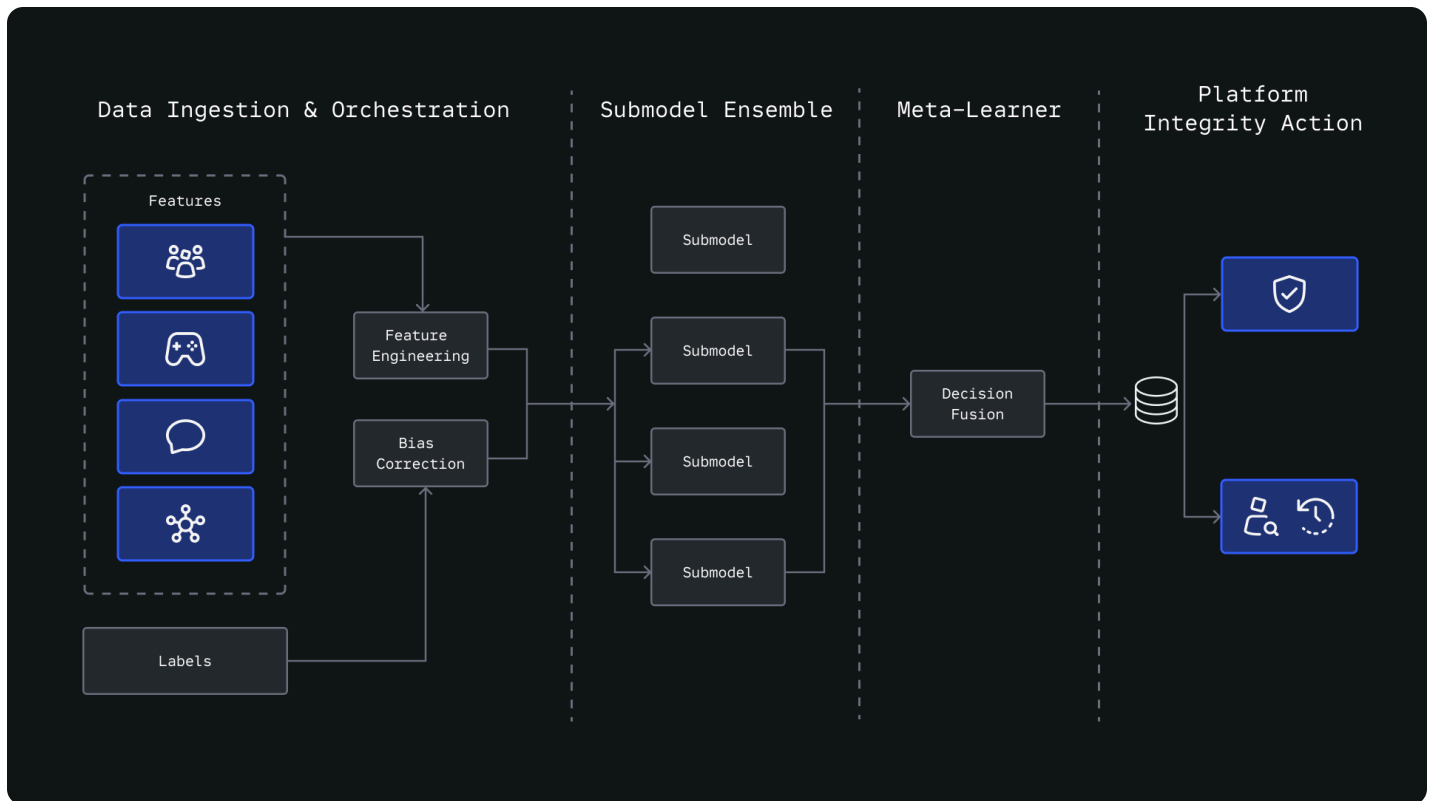
Choosing the Right Signals to Predict Age

Different age groups navigate Roblox differently across play, communication, and platform interaction patterns. To capture behavior diversity, we break our inputs down into distinct signal families:

- **Social context:** Aggregate patterns in a user's social circle, including who they connect with and how often they interact.
- **Experience engagement:** Aggregate patterns that go beyond what users play, capturing when they play, how long they stay, and how their engagement changes over time.
- **Account and platform activity:** Aggregate platform usage and life cycle signals, such as account tenure, activity frequency, and session-level behavior.
- **Communication patterns:** Model-derived summaries of age-correlated language usage, including how communication patterns vary across context and time.
- **Learned user representations:** Higher-level representations that capture broader usage patterns. We work closely with our Discovery and Personalization ML team; the same rich representations that predict what a user may engage with next can be post-trained to become predictive of broad age bands.

Each signal family gets a model that fits the shape of its data. Sparse, high-dimensional aggregated signals are handled by gradient-boosted decision trees (e.g., XGBoost classifiers); text is handled by a fine-tuned multilingual transformer encoder (mmBERT); and user representations feed some compact neural networks (Multilayer Perceptron).

Each submodel predicts the same target: a probability distribution over a set of age bands. A gradient-boosted meta-learner then combines those probability vectors into the final calibrated estimate.



We deliberately chose this decision-level fusion approach over one monolithic feature-level model for modularity, velocity, and explainability. Making the system modular allows us to add, retrain, or retire a submodel without rebuilding the whole system. It also allows us to respond more quickly as behavior patterns shift due to natural evolution or adversarial pressure. The fusion layer reads each submodel's latest promoted output so it can use the best available signals and degrade gracefully when one is absent or delayed. Because each modality enters as a distinct input, we can trace which signal families are driving decision changes, and apply calibration and quality gates before outputs are consumed downstream.

We enforce calibration at the fusion layer because in a safety system, predictability beats pure accuracy. We calibrate the models so that they give us confidence scores we can trust. That way, if a downstream action is going to heavily impact a user, we can require stronger evidence and higher confidence before consequencing.

Selection Bias in Labels

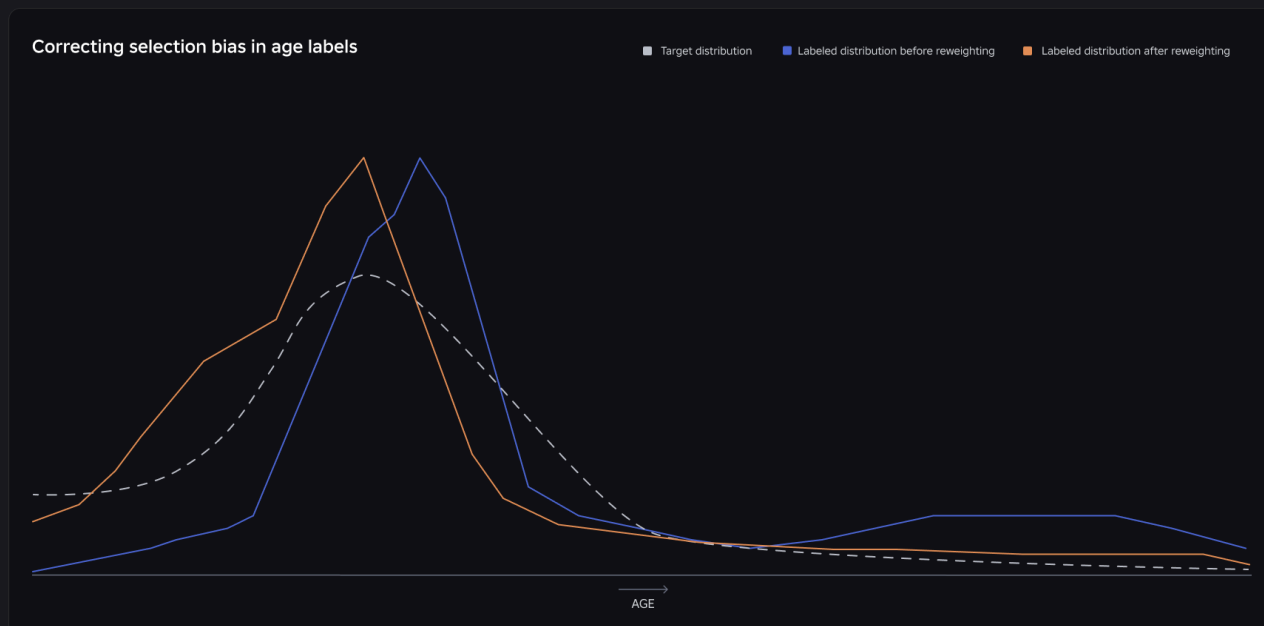
Our highest-confidence labels come from users who have completed a strong age check. These labels are useful, but they are not a random sample of Roblox users. For a system that can affect user access, representativeness is a core part of the training objective.

The labeled population is not the target population. Users who complete stronger age checks differ systematically from the broader population. A naive model trained on that group risks learning who chooses to complete the process as much as it learns age. To reduce that selection bias, we reweight training and evaluation data so the labeled sample better reflects the population we intend to score.

We work cross-functionally with user research, using aggregated survey results to inform the population targets used for weighting. From there, we use techniques such as inverse propensity weighting and iterative proportional fitting—or raking—to align the weighted sample across multiple dimensions at once instead of correcting for one factor in isolation.

Not every high-confidence source produces a usable training example. A label is only as reliable as the verification events behind it. Some events could carry signals that make them a poor fit for model training, such as unusual verification patterns or account-integrity concerns.

We strive to clean labels with integrity-aware label filtering or label error identification approaches like [Confident Learning \(https://arxiv.org/abs/1911.00068\)](https://arxiv.org/abs/1911.00068) before training to remove examples that look out-of-distribution for behavioral modeling. Early experiments show that this kind of cleanup helps keep the model from overfitting and provides consistent performance gains.



Training, Inference, and Avoiding Skew at Roblox Scale

Inference needs to run frequently enough to keep signals fresh, but training cadence can vary by signal family. We choose retraining schedules based on feature drift, model stability, and model cost. A signal that changes or degrades quickly can retrain more often; a heavier model with slower-moving performance can retrain less frequently or on demand.

The compute stack follows the shape of the workload. We use [Apache Spark \(https://spark.apache.org/\)](https://spark.apache.org/) for large-scale structured transformations, [Ray framework \(https://docs.ray.io/en/latest/index.html\)](https://docs.ray.io/en/latest/index.html) for GPU-backed workloads, and production workers for real-time signal processing.

At Roblox's scale, rebuilding every account's complete history each day would also not be practical. Our in-house data-processing framework maintains bounded, rolling histories for high-volume signals and materializes expensive transformations in stages. This lets us process and aggregate millions of account-level records each day while scaling large expansions, joins, and feature aggregations independently. This hybrid production design gives us direct integration with our data warehouse, reproducible execution across model components, and access to accelerated compute where it matters.

To help maintain stability at our scale, we enforce two strict design decisions across our feature pipelines:

- **Store derived features:** We store derived features rather than raw activity streams wherever possible. We keep the signal we need for modeling, not the full history behind it.
- **Unified data contracts:** The same data contracts feed both training and inference. That reduces one of the most common failure modes in ML systems: skew between what was trained and what is served.

We use gating at two points in the production life cycle. First, model promotion is separate from model training. A candidate model must pass guardrail checks before it becomes eligible for production inference. If a candidate fails our guardrail checks, the pipeline blocks the promotion and we keep serving the latest promoted good version.

Second, inference output is gated before it is published downstream. Automated checks look for quality regressions and large prediction-distribution shifts. If a check fails, the publish step is blocked. In an ML system attached to user-facing safety workflows, “do nothing today” is often a safer failure mode than shipping an unexplained distribution shift.

Measuring the System

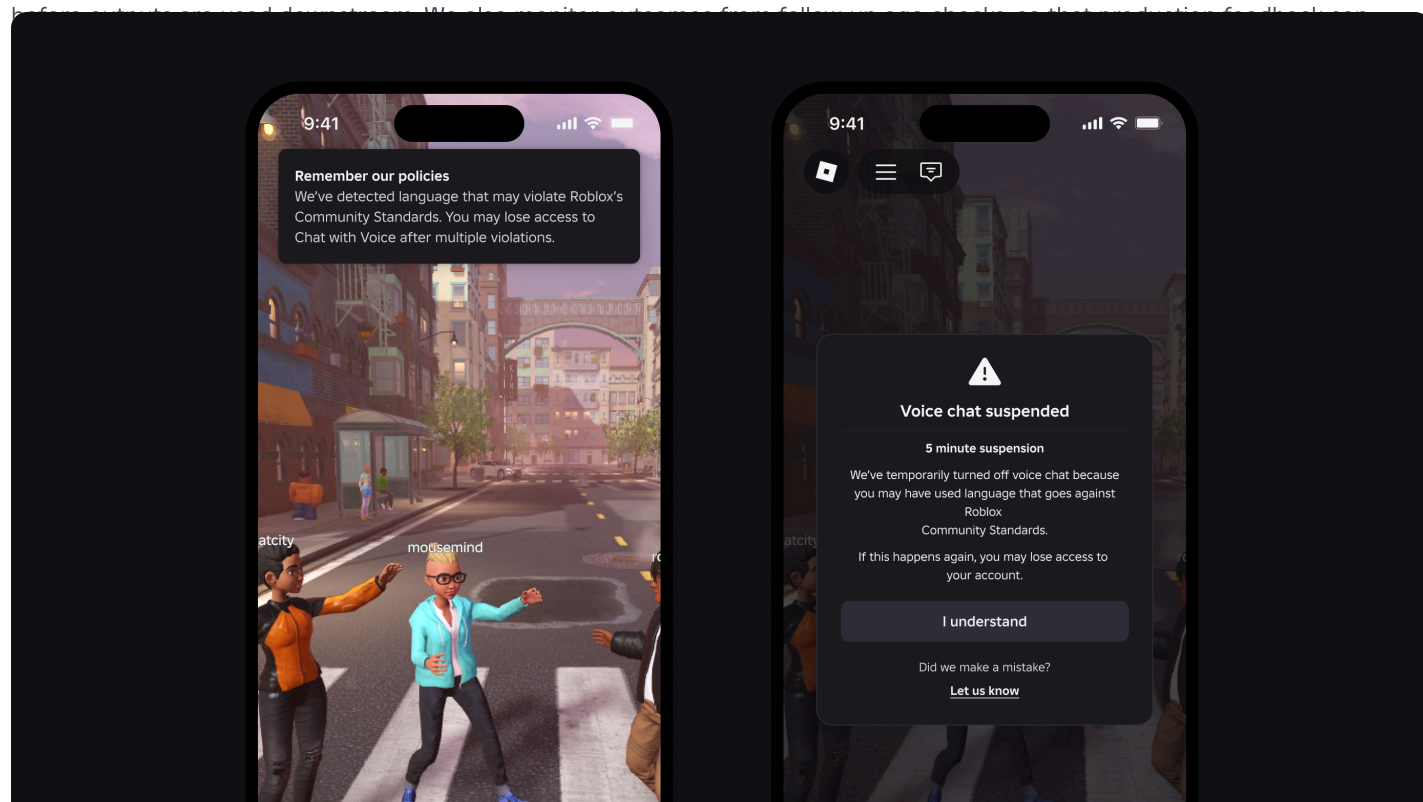
For a system like this, a single accuracy number is not very meaningful. We evaluate model quality across ranking quality, calibration, stability over time, and behavior near important age-band boundaries. We also treat representativeness of the evaluation data as part of the measurement problem, because an aggregate improvement is only useful if it reflects the population that the system is meant to serve.

The fused model reaches a mean average precision of over 0.9 on this weighted, held-out evaluation data. Its high-confidence estimates are also consistent from day to day. More than 99% remain in the same broad age band on consecutive days.

We also compare the model against independent ground truth produced by trained human reviewers through our Trust and Safety workflows. At high confidence, the model's age-band estimate agrees with the human consensus label for adults more than 80% of the time.

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Offline evaluation is only one layer. In production, user behavior changes with seasonality, product launches, and adversarial pressure. That is why we pair model-evaluation metrics with ongoing monitoring of prediction distributions, drift, and stability



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How In-Game Reporting Works on Roblox

Safety Snapshot: March

Full-Scene Moderation, a New Creator Dashboard, and Training for Community Managers

By Naren Koneru, Vice President of Engineering, Safety Published Mar 26, 2026



In our March Safety Snapshot, we're sharing how we moderate content through automated systems designed to detect and take down problematic content—often before users see it. We're also sharing a new dashboard empowering creators to spot and address bad user behavior in their own games, and a new program to train community managers across the industry. See [last month's Safety Snapshot \(https://about.roblox.com/newsroom/2026/02/safety-snapshot-february\)](https://about.roblox.com/newsroom/2026/02/safety-snapshot-february) for more on user reporting tools.

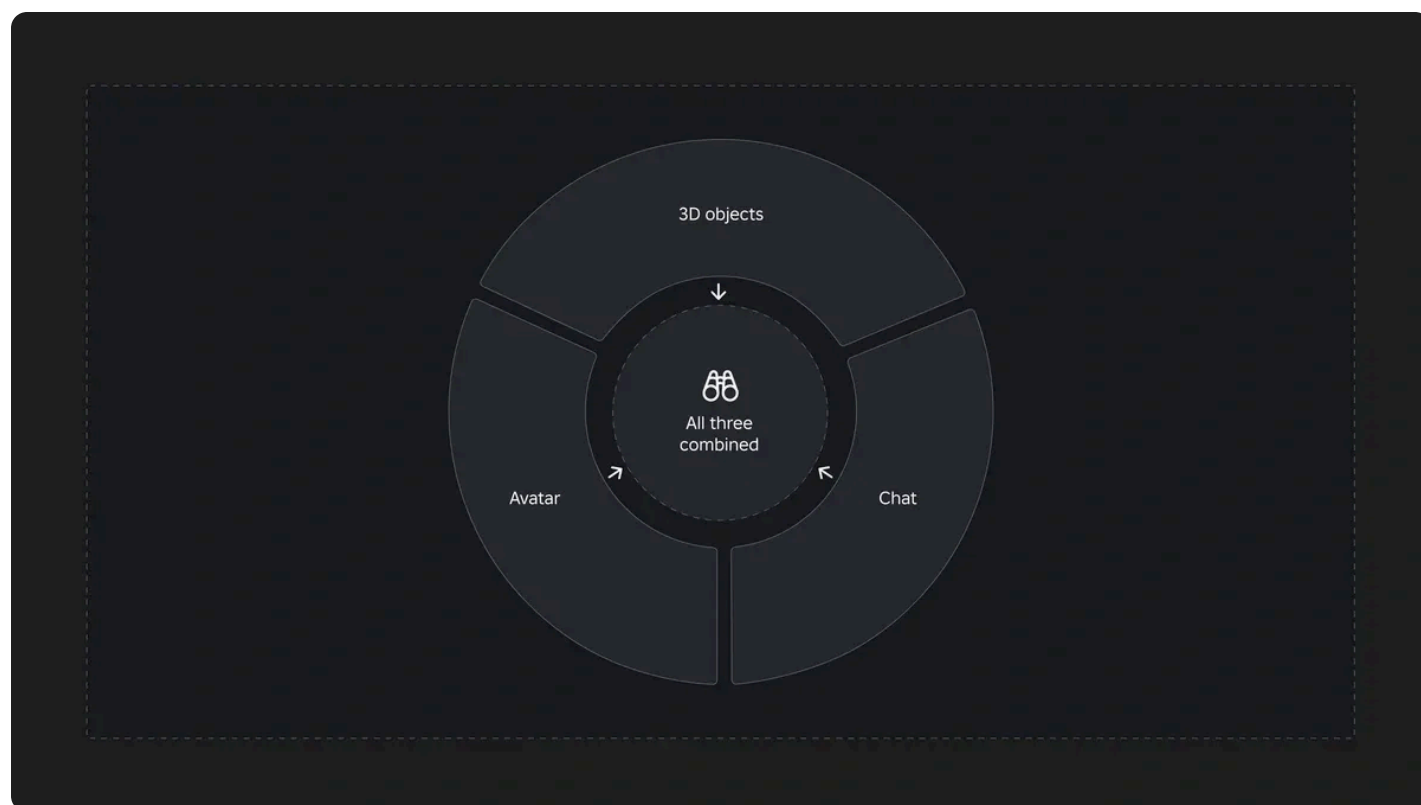
Continuously Moderating User Behavior

Part of the magic of Roblox is the ever-expanding and changing content produced by our creators. At any moment, creators are publishing game updates and adding new badges or pets, and users are changing their avatars' outfits and painting or building things in real time. We review all of this before it's published to the platform and remove anything that's against our guidelines.

Multiple layers of moderation tools catch the vast majority of problematic content on Roblox, and we reject anything that goes against our [Community Standards \(https://about.roblox.com/community-standards\)](https://about.roblox.com/community-standards). But we're not perfect, so we leverage user reports to help us find anything we may have missed and take action accordingly.

The dynamic nature of Roblox games means content changes continually based on how users combine previously approved avatars, clothing, and movements. For example, in games that allow free-form drawing, a user could draw an offensive

symbol or item. That's why we recently launched a new AI system for real-time multimodal moderation that can scan these combinations together.

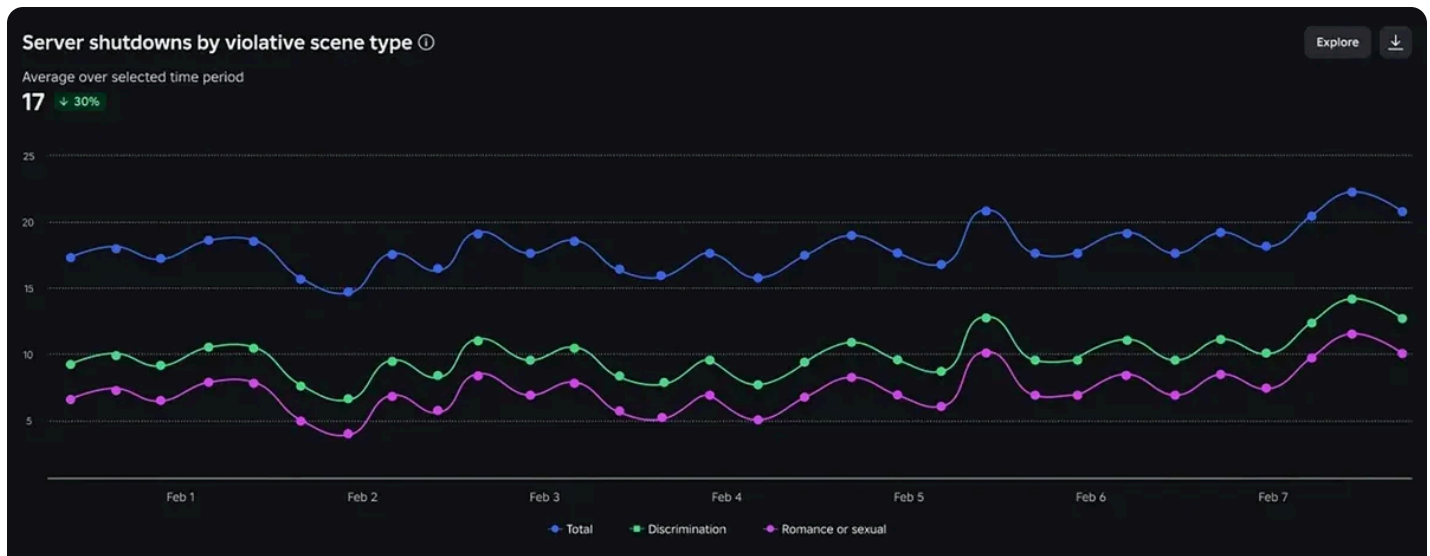


Traditional AI moderation systems are designed to evaluate one object at a time and often lack context, missing combinations that could be problematic in ways that the individual items aren't. Our new real-time multimodal moderation system evaluates an entire scene—including avatars, text, and 3D objects. It captures all of these elements together in a specific moment and assesses whether the full scene breaks our rules. If this type of problematic behavior repeatedly occurs in a single game instance, the system will shut down just that instance (also called a server), rather than the entire game.

Since launching this multimodal system, we've shut down approximately 5,000 instances per day that violate our Community Standards. As we train and scale, we're constantly improving our accuracy and working with the community to minimize false positives. We're working to scale this multimodal system to capture and monitor 100% of playtime. But there will always be individuals working to circumvent any system, so we're actively developing technology that goes beyond shutting down servers. We're working on ways to identify specific bad actors so we can remove them without disrupting the experience for well-intentioned players.

Giving Creators Visibility Into Server Shutdowns

We're providing creators with greater transparency into the results of this multimodal moderation system with an addition to the [safety overview dashboard](https://create.roblox.com/docs/safety) (<https://create.roblox.com/docs/safety>). As noted above, we shut down game servers when they're overtaken by bad user behavior. To give creators more visibility into how often this is happening in their games, we've added a new chart to their existing Creator Dashboard.



New chart showing the number of servers shut down per day in a creator's experience due to the detection of bad user behavior. Spikes could indicate an increase in problematic behavior.

Creators can now see how many of their game servers have been shut down for bad user behavior (i.e., breaks our harassment and discrimination or romantic and sexual content [policies \(https://about.roblox.com/community-standards\)](https://about.roblox.com/community-standards)). This helps them identify a sudden increase so they can act before shutdowns affect their broader community. They can then take a closer look at their game and decide whether changes are needed to custom emotes, avatar editing tools, or in-game user creation features to help prevent problematic creations.

Training Digital Moderators

Roblox, Keyword Studios, and Riot Games are partnering with research psychologist and [Games for Change \(https://www.gamesforchange.org/\)](https://www.gamesforchange.org/) Research Director Rachel Kowert, on a new certification program for digital community leaders. Roblox will contribute expertise on community moderation and prosocial design to pilot and help shape the curriculum for the new [DLC Leadership Program \(https://www.dlcleadership.org/\)](https://www.dlcleadership.org/). The goal of the initiative is to address a lack of standardized training for online moderators, community managers, and creators in the gaming space. In a [recent article \(https://www.gamedeveloper.com/business/rachel-kowert-announces-evidence-based-leadership-certification-program\)](https://www.gamedeveloper.com/business/rachel-kowert-announces-evidence-based-leadership-certification-program), Kowert said the program aims to “translate research on gaming communities and online behavior into practical tools that digital leaders can use to build more resilient and sustainable online communities.”

By participating in this effort, we'll help lead the industry, developing a first-of-its-kind standardized certification program designed to benefit the Roblox creator community and the broader gaming industry. Once completed, the program will help creators learn the critical skills required to effectively moderate and manage their own growing communities. We believe that training more moderators and creators on the best practices for healthy, respectful online communities will help keep online gaming more positive for everyone.

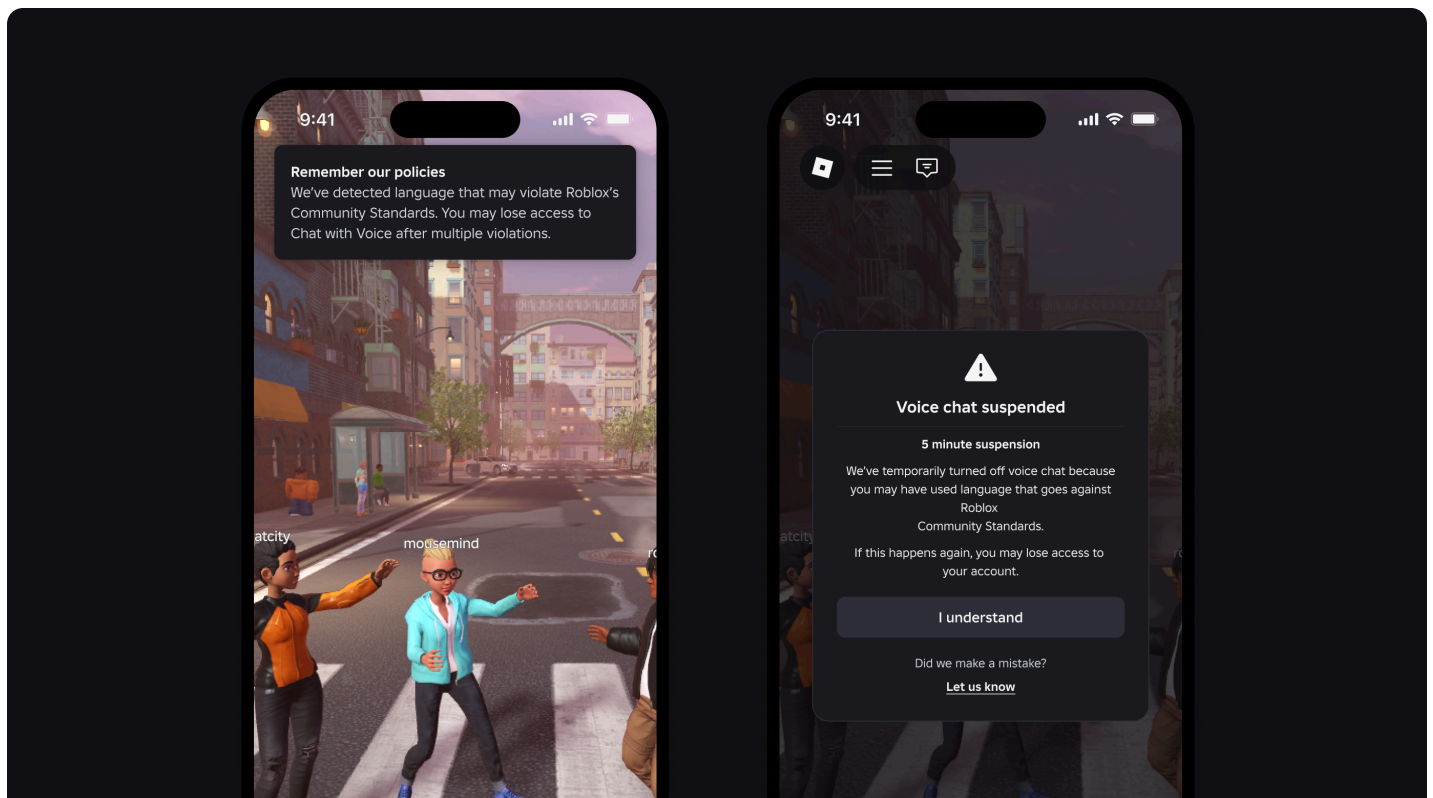
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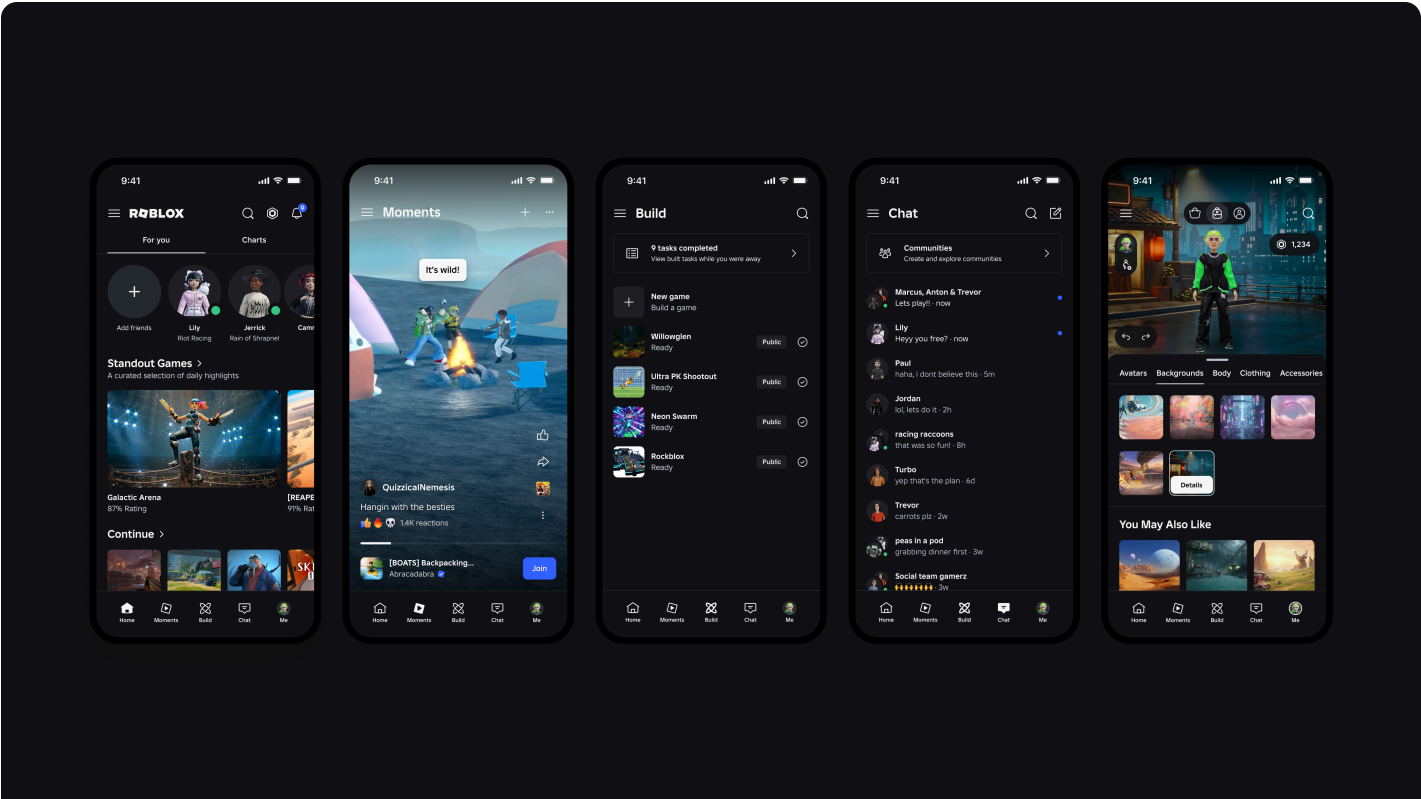
Optimize Testing and Live Updates with Roblox's Analytics and Experimentation Platform



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Roblox Privacy and Cookie Policy

Effective Date: April 30, 2026

[Summary of Recent Changes](#)

We are updating our [Roblox Privacy and Cookie Policy](#), effective April 30, 2026, to reflect certain changes we are making on Roblox.

Here's a high-level summary of the changes we are making:

- We added language clarifying who can see personalized ads and non-personalized ads on Roblox.
- We added language describing our practices for sharing information with authorities.

You can also find the full Privacy Policy [here](#).

1 ▼ Welcome to the Roblox Privacy Policy

▼ Is this Privacy Policy for you?

If you make or play games in Roblox experiences, this Privacy Policy is for you, whatever your age and wherever you live. It's also for parents or guardians of users under 13 years old. This Policy covers the Roblox [Services](#).

▼ What is in this Privacy Policy?

This policy describes the rights you have regarding your Personal Information. It explains that you can control what happens to the information that can identify you - like your name, where you live and your email address. In this Privacy Policy, we'll also tell you when and how we use your information about you – including how we collect, record, organize, store and share it.

Depending on where you live, you may have different rights or choices for managing your Personal Information, which this Policy will describe later on. In the event of a conflict between the information in Sections 1-5 of this Policy and the location-specific information in Section 7, the information in Section 7 shall prevail.

▼ Where does this Privacy Policy apply?

If you're using Roblox, you're in the right place. Here's where you can learn about keeping your information safe. Using Roblox includes using:

- websites with a roblox.com address
- our mobile, virtual reality and console apps
- the Roblox Player and the Roblox Studio
- Other Roblox features described in this policy

But if you leave our services, this Privacy Policy no longer applies. We're not responsible for what you see on other websites or apps or for their privacy policies, even if you've linked to them from our website or app. When you go to another site or app, we may show you a message telling you that you're leaving Roblox.

To reach us with questions or requests regarding your Personal Information, our information about how to contact us is included below.

You can reach Roblox electronically by submitting a question through our [Customer Support Form](#). If you're under 13 years old, please have your parent or guardian fill out the form.

US:

Phone: (888) 858 - BLOX

Write to us at:

Roblox Corporation

Attn: Roblox Privacy Manager

Address: 3150 S. Delaware St.

San Mateo, California, 94403

privacy@roblox.com

EEA, UK or Switzerland:

If you're in the European Economic Area (EEA), the United Kingdom, or Switzerland: contact roblox@gdpr-rep.com (Our representative according to Articles 27 EU and UK GDPR in the European

Union)

EEA:

DP-Dock GmbH

Attn: Roblox Corporation

Ballindamm 39 / Ecke Jungfernstieg

20095 Hamburg, Germany

UK:

DP Data Protection Services UK Ltd.

Attn: Roblox Corporation

16 Great Queen Street

Covent Garden, London, WC2B 5AH, United Kingdom

Our data protection officer in the EU according to Art. 37 GDPR can be reached via:

DP Dock DPO Services GmbH

- Roblox

Grüffkamp 10

24159 Kiel, Germany

roblox@dp-officer.com

If you're in Brazil, contact our Brazilian Data Protection Officer by emailing

dpo.roblox@leonardi.adv.br.

If you're in Korea, more information is located in the [Privacy Policy Addendum for Users in Republic of Korea](#).

If you're in the United States, additional rules may apply depending on the state you live in. To learn more about the rights available to you under US state laws please visit the [US State Privacy Policy Addendum](#).

Before moving on to the rest of the Privacy Policy, when you see certain terms in this Policy, some of them have specific meanings.

- “Children” or “Child” means any user under the age of 13
- “Minor” or “minor user” means a user of the Services who is under the legal age of majority in their jurisdiction or state of residence
- “Personal Information” means any information relating to a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, or an online identifier
- “Platform” means our Roblox platform, the ultimate virtual universe where imagination rules
- “Privacy Policy” or “Policy” means this Roblox Privacy Policy
- “Processing” means any operation which is performed on Personal Information, such as collecting, recording, organizing, structuring, storing, adapting or making any kind of disclosure or other use

- “Service” means any service or application offered by Roblox, such as allowing users to develop Platform experiences, connect with others, and use content created by you and other users. It includes websites on the roblox.com domain, our Roblox mobile, virtual reality and consoles, the Roblox Player, the Roblox Studio, and our other websites, products, software, applications, content, data feeds and other services on which an authorized link to this Policy is posted

Any other capitalized term that is not defined in this Policy is defined and has the meaning set out the [Roblox Dictionary](#). In the event of a material or perceived conflict between the English version of this Policy and translations into other languages, the English version shall control.

2 ▼ Are you Under 13 or responsible for an under-13-year-old?

If you’re under 13 years old, your access to certain features will be restricted in the interest of protecting your Personal Information. Roblox is especially committed to protecting the privacy of children. This part of the privacy policy is just for you.

▼ First, get the go-ahead

If you’re under 13 years old, please get permission from your parent or guardian to use Roblox. You shouldn’t use our Services without their go-ahead.

▼ Set limits

No matter how old you are, Roblox communication settings allow you to control who can interact with you, for example, by only allowing interactions with friends or not allowing any interactions at all. You can also restrict your account, which turns off chat and public commenting and limits an account to certain filtered experiences on Roblox.

Parents and guardians – we recommend you supervise your child whenever they’re interacting on Roblox. We’ve got some tools to help – you can learn about Roblox’s safety features [here](#).

▼ Age-appropriate privacy settings

If you’re under 13 years old, we’ll automatically set your account to have stronger privacy settings. While in this privacy mode, some features like personalized advertising and alerts are disabled. When you turn 13, you will be able to enable additional features that are more appropriate for users ages 13 and up (though we won’t personalize ads until you’re 18).

▼ Information we collect if you're under 13 years old

If you're under 13 years old and create an account, we ask for some information (which is non-personal information, [as defined by COPPA](#)) to let you use Roblox.

We'll collect:

- your username (required). We need this to create your account and run the Roblox Service. We don't use your username to identify you outside of Roblox
- your password (required). We need this to log you in to your account and to run the Roblox Service
- your date of birth (required). We'll use this information to make sure your account has certain default settings intended for your age
- your gender (optional). We will use this information to customize your experience

For additional account security and parental controls, you have the option to provide a parent's or guardian's email address in account settings or during logout. Children are encouraged to provide a parent's email address, but are not required to do so to create an account. Parent email addresses are collected for the security and integrity of your account and the Roblox platform. We may use your parent's email address to log you in. We may also use your parent's email address to communicate with them about your account, like asking them to review your account.

▼ Internal operations

When children sign up for Roblox, we also collect certain types of personal information called persistent identifiers for internal operations and to provide you and other users with Services. Persistent identifiers are data like IP Address and unique device identifiers that are required for you to be able to connect your device to Roblox. Persistent identifiers can be used to recognize you, your device, or your household device. Roblox collects persistent identifiers and the information we ask you for when you sign up for the following internal operations:

- Maintaining or analyzing the functioning of Roblox;
- Performing network communications;
- Authenticating users of, or personalizing the content on, Roblox;
- Serving contextual advertising, including capping the frequency of ads;
- Protecting the security or integrity of Roblox;
- Ensuring legal or regulatory compliance.

Roblox implements technical, contractual, and other measures to ensure that persistent identifiers are not used for purposes other than those listed above.

▼ Service providers

Roblox relies on service providers to support the internal operations described above. In some cases, these entities may process persistent identifiers from users under the age of 13. Service providers' processing of persistent identifiers to support these internal operations is subject to contractual requirements and other measures to protect the security, confidentiality, and integrity of the information.

▼ We don't want more Personal Information

If you're under 13 years old, we will only ask you to tell us the information we need to set up or protect your account. If you give us more of your Personal Information, we will:

- delete any additional Personal Information we've collected from you (unless the law requires us to keep it),
- cancel your account, or
- turn on age-appropriate protections on your account

When users publish anything in our public and comment areas (for example, chat, forums, group walls, personal posts), we filter it and remove:

- Personal Information like addresses, emails, phone numbers
- attempts at phishing (this is when someone tries to trick you into giving out Personal Information)
- offensive words, adult or suggestive content

To provide the filtering above, we use human and automated checking to the best of our ability based on available technology – but like all filtering technology, these systems aren't 100% effective.

▼ Data retention

Roblox maintains a retention policy designed to limit data retention to what is reasonably necessary to fulfill the specific purposes for which we collected your information and to prevent persistent identifiers from being retained indefinitely. In addition to a retention policy, Roblox employs measures including access controls, purpose-based tagging, employee training, and data segregation to manage the data we process. Roblox may retain the persistent identifiers that we collect from you for different periods of time based on our specific business needs, which include:

Providing the Roblox Services, including account maintenance and security

Roblox processes persistent identifiers about users to provide its services. In order to maintain your account (e.g., remember your account's configuration and activity history), Roblox stores persistent identifiers for the amount of time you have an account. When you delete your account, Roblox initiates permanent deletion of data in our systems. For safety and security purposes (e.g., bot prevention), Roblox may process persistent identifiers for up to two years after account deletion.

Age Assurance

To assess user ages, Roblox may collect information about you, including images such as a selfie, to perform age assurance. Information collected to assess user ages, such as images taken to perform facial age estimation, is deleted once the age assurance process is complete. You can learn more about Roblox's practices in the [Roblox Facial Media Capture Policy](#).

Linking to Parent Accounts

If you provide Roblox with your parent's email for the purposes of establishing a parental account, Roblox deletes your parent's email within 24 hours if your parent does not complete the linking process.

Meeting Legal Obligations

Roblox may also retain information for longer periods if we are required to do so for legal or regulatory compliance.

▼ Please ask us if you want to make privacy-related changes

You can request that Roblox make changes to your child's account or allow you to review, delete, or prevent the further collection or use of Personal Information from you or your child. To make a request, please fill out our [Customer Support Form](#).

In the US and want to know more?

We comply with the Children's Online Privacy Protection Act ("COPPA"). To learn more about COPPA, you can visit the US Federal Trade Commission's COPPA website: <https://www.ftc.gov/news-events/topics/protecting-consumer-privacy-security/kids-privacy-coppa>

You can also learn more about COPPA by looking at this simple guide from the kidSAFE Seal Program – www.kidsafeseal.com/knowaboutcoppa.html



3 ▼ When we collect your information

▼ Setting up a Roblox account

Your first step to joining a Roblox experience is to set up a Roblox account. We'll ask you to create a unique username and password so you can log into your account and access features on Roblox. We also ask you for your birthday and gender (gender is optional) so we can customize your experience on Roblox. Eligible users may set their account's display name to contain certain Personal Information.

▼ Three key rules for signing up:

1. Do not use your own name or other Personal Information in your username.
2. Do not pick a password that's easy to guess.
3. You may share your password with your parent or guardian, but do not share it with others.

We don't use your username to identify you outside of your activity on Roblox.

▼ Why we ask you for an email address:

Once you have an account, you can add your email address (or your parents' or guardians' email address if you are under 13) in case you need to reset your password.

We might ask for your email to verify your identity or enable additional features. The main reason we need an email address is for security because it is how we check to make sure accounts are authentic. You can change your email address anytime you want – if an email address is changed, we'll send a notification email to the address that you used before.

If you have a 13+ account and change your birthday to indicate you are under age 13, Roblox will save a hash of your email address and any email addresses previously collected from you. This hash cannot be reconstructed back into your email address or used to contact you, and will only be used to authenticate you in the future.

▼ Sharing your phone number

If you choose to give a phone number, we'll send you a text message asking you to confirm your number before you can log in. We will use your phone number for security and account access, including to recover a lost or forgotten password, access a feature, or log in via mobile. You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to Roblox or its service provider for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud.

Additionally, with your explicit and informed consent, we may use your phone number to recommend you as a friend to others using Roblox. You will be recommended with your contact name as stored on your friends' devices, which may also include your real name. If you do not want us to use your phone number to be found by your friends on Roblox, please do not activate this feature or deactivate it at any time. Please note that the Discoverability feature may not be available in certain locations.

▼ Purchases on Roblox

You can buy Robux or premium subscriptions and choose how to pay from our available payment methods. When you pay, you (or your parent or guardian if you're under 13) will have to give billing information, including Personal Information such as:

- Name of the person responsible for buying Robux
- Their billing address and contact details, like email or phone number
- credit card or other payment information

Our payment processors (for example, PayPal) manage the transactions, which are subject to their terms and conditions and privacy policies. Their policies will explain what Personal Information they keep and use. For example, they might keep and use your billing information, transaction details, and purchase history so that they can sort out any billing problems or inquiries. Roblox receives certain information about purchases in order to fulfill our legal obligations and support the integrity of our platform. Roblox may also collect your billing address for payment and integrity purposes.

You can choose to save your billing information with one of our payment processors to make future purchases easier, in that case, Roblox does not store or have access to your full saved billing information. If you purchase Robux on behalf of another Roblox user, we collect contact information, such as email or phone number, in order to communicate with you about the transaction.

▼ Posting content

You can post comments, messages, or other content on Roblox through chats, forums, group walls, personal posts, or other features. Users who are age 13 or older can also use audio features on Roblox. Content you post, including your chat or audio, may be captured or shared by other users. We monitor what you say and write to check that it meets our Community Standards and complies with our Terms of Use. If we find that the content doesn't meet our standards, for example, if we believe that it is inappropriate, includes Personal Information, or is not suitable for users to have on Roblox, we have the right to change or remove it. Where the law allows us to, we may use the content you and other users have posted for training or to help us to improve the way we filter content on our platform. Our aim is to increase safety on our platform. We also may use this data to help us provide a better experience on Roblox and to respond to requests about your account from you or your parent or legal guardian.

▼ Asking questions or getting technical support

We collect your email address (or your parents' or guardians' email address if you are under 13), username, and any other details you give when you:

- contact customer support
- report a problem

- ask for technical support
- ask us questions or give us comments

We use this information to answer your questions and to give you the support or help you ask for. For users under 13, we communicate with your parent or guardian when sending our responses. We retain records of technical support questions for a limited time for internal use only, such as to answer additional questions about your account.

▼ Using Roblox features

We may use Personal Information when you use certain Roblox features. To provide access to certain features, we may use your email address and other information you provide to us, such as your verified date of birth.

▼ Social Media Links (users 13 and older)

You can add links to your other social profiles on your Roblox account. This allows you to share these links with other users. You control who can see the Social Media links associated with your account.

When you use these features:

- we may be able to see information about your social media accounts.

If you use your Roblox ID to sign in to a non-Roblox website or service, and later delete your Roblox account, you may lose access to that website or service.

▼ Audio features (users 13 and older)

If you use Roblox's audio features, we will monitor, collect, use, and store audio captured through your device:

- to enable voice chat,
- to make our voice-related services safer, including to detect and combat abuse and other harmful activity on our Services,
- in accordance with applicable law, to inform training and product improvement, and
- in connection with screen recordings that Creators and Users produce through the Services.

For more information about laws that apply in your region, please visit Section 7 of this policy.

▼ Location-based Services (users 13 and older)

You can choose to use location-based Services if you're 13 or older. If you agree, we may collect and track geolocation information so that we can offer Services that depend on us knowing where you are.

We collect this information by using an identifier on your device or browser so that we can recognize you each time you return. To stop us collecting your location information, you can update your device settings, stop using the Service, or uninstall our mobile apps.

▼ [Joining on a VR platform](#)

If you join our experiences on a VR platform, we collect your physical movement information so that we can use it in the experience. This information is only used to provide the experience. We do not store this information.

▼ [Camera-enabled features and uploads \(users 13 and older\)](#)

If you use Roblox features that require the use of your camera or that enable you to upload content that contains your Personal Information, including photos, we will collect, process, and store that content to accomplish the purpose of the feature, including processing the content for safety purposes. Video used to generate animation key frames is processed on your device and is not shared with Roblox or any third parties. For more information, please refer to the [Roblox Facial Animation Privacy Notice](#). For information about how Roblox uses ID Verification, please refer to the [Roblox Facial Media Capture Privacy Notice](#).

▼ [Contact Importer \(users 13 and older\)](#)

If you opt-in to the Contact Importer feature, you will share the first and last names and phone numbers of your contacts in your address book on your mobile phone with Roblox. This feature helps connect with your friends on our Service. If you use the feature, we will automatically access and collect information in your address book from time to time in order to sync your contacts. Such information will only be retained in case of matches with existing Roblox users. Our Contact Importer feature is only available if you are 13 or older and may not be available in certain locations.

▼ [Creator Events \(users 13 and older\)](#)

If you join a virtual event hosted by a Creator, data such as your username, email, and Roblox user ID may be shared with the company that hosts the events. This is done to allow you to log in to the experience. Your activity during a Creator Event is subject to the third party platform's privacy policy as well as the Roblox Community Standards. Creator events are only available if you are 13 or older.

▼ [Interacting with our experiences](#)

To improve your experience and support our safety efforts, we collect information about how you interact with the Services and we connect this information with your account. For example, we may:

- collect information from your game state to detect violations of our Terms and to improve our ability to detect such violations.
- collect information about your behavior when you interact with your device for security and safety purposes
- collect information about the games you are playing to give you similar recommendations
- share information like your username and transaction details to the UGC creator or subsequent owners, if you acquire a limited item if you purchase, share, trade, or otherwise engage in a transaction involving UGC,
- collect information from your device through cookies - see “Cookies and Similar Technologies”.

▼ [Subscribing to other features \(users 13 and older\)](#)

When you subscribe to other features or activities that are available to users 13 years old or older, we'll set out what information is collected and how we intend to use it when the information is collected.

▼ Competitions, promotions and research

▼ [Taking part in competitions or promotions](#)

If you take part in competitions or promotions, for example, contests, sweepstakes, giveaways or prize draws, those activities may require contact information such as your name, email, or phone number, to be eligible for discounts or prizes. If you receive a gift card provided by a third party provider, certain contact information may be shared with the provider and used in accordance with this Policy and the terms listed on the provider's website. In some places in the world, the law requires us to publicly share information about the winners.

▼ [Taking part in research](#)

If you choose to participate in research or surveys, these surveys may collect information about your likes and dislikes, experience interests and habits, general hobbies and interests, and other lifestyle information or preferences. These surveys may ask for Personal Information.

▼ Advertising

We process your Personal Information to display ads on Roblox. Specifically, we use information we collect to decide which ads to show you on Roblox.

Roblox also may work with partners to directly show you ads on Roblox.

Users under 18 years old will see only nonpersonalized ads. Users 18 years old and older will see personalized ads on Roblox (with consent, where required). If you are 18 or older, you can control whether you see personalized ads through your Roblox [settings](#).

If you choose to publish ads on Roblox, we collect additional information from you such as your name, email, address, financial information, business and/or tax information. The purpose of collecting this information is to provide you with an ad account, onboard you to the relevant ad program, send you invoices or information related to payment, and comply with applicable laws, including tax laws.

▼ If you're a developer or creator

To take part in the Roblox Developer Exchange Program, you must give us an IRS W-9 form (for U.S. taxpayers) or W-8 form (for non-U.S. taxpayers). We may also ask you to verify your identity by providing a government-issued photo ID through a third-party vendor. This feature is only available to users who are 13 or over. For more information, please visit our [Developer Exchange Terms of Use](#).

▼ Other purposes for collecting your information

We also use Personal Information for these general purposes, as permitted by law, in addition to the purposes listed above:

To let you manage your account and our services

- To allow you to manage your Roblox account or update your settings
- To communicate with you about our Services

To make things better for you

- To operate, maintain, personalize, and improve our Service
- To research relevant technologies
- To provide technical support or customer service

To protect you by keeping our platform safe and secure

- To detect security issues, protect against malicious, deceptive or illegal activity, and prosecute anyone responsible for that activity
- To find and fix errors or bugs
- To give you access to features or limit your access to Roblox, as appropriate
- To protect our or our users' integrity, safety or security

To comply with the law and our policies

- To audit interactions and transactions, and carry out any other compliance tasks
- To comply with the law and our own Terms of Use, or any other restrictions we've put on your use of the Service

You are under no obligation to provide Personal Information to Roblox when requested. However, if you choose to withhold any requested information, we may not be able to provide you with certain

services and features.

▼ Cookies and similar technologies

▼ Information collected through cookies

Like most websites, we use cookies and other standard internet technologies to help us make our services better.

Cookies

A cookie is a text file that's put on your computer or device when you visit a website. It lets the website remember what you do and any settings you choose (e.g., login information, language, font size). Cookies make your experience more convenient – for example, if the cookie remembers your log-in details, you won't have to enter them again each time you visit the site. Some cookies last longer than others:

- Session cookies are deleted each time you close the browser
- Persistent cookies stay on the device for a defined period of time.

A cookie set by the owner of the web server you are visiting is called a first-party cookie and cookies set by owners of other domains are called third-party cookies.

Pixel Tags/Web Beacons

A pixel tag or web beacon is a piece of code that tells its owner what you do on a web page. Pixel tags provide information like which web pages you visited or which ads you clicked on.

▼ How we use cookies

We use technology like cookies to recognize you and customize your experience. We and any third-parties might use these technologies whenever you visit our sites or use our Services.

We collect information about the devices and software you use, for example:

- the type of browser or device
- the website or source that linked or referred you to our services
- your IP address, device ID or other identifier that identifies your computer or mobile device – this cookie is not deleted when you close your browser
- the operating system of your computer or device

These technologies allow us to:

- record and keep your preferences, account settings, and certain login information (for your convenience, e.g. to prevent you from needing to choose settings every time you visit, and security)

- collect information about how you use the Services, for example, how you downloaded our app or where you downloaded it from
- collect information on how software is used on your mobile device
- collect information about what features you use and how well our services work
- identify any suspicious activities so we can try to protect users from payment fraud and other inappropriate activities
- collect demographic information (eg, age, location, etc)
- perform similar functions.

We use cookies or similar technologies only for the purposes given in this privacy policy.

Your cookie rights in the EEA

When you visit our website with an EEA IP address, a cookie banner will appear asking you for your consent. You can manage your choice by clicking on “manage cookie preferences” in the cookie banner. We will save your choices in the form of a cookie. This cookie has a limited effective period of one year. For more information, see Section 7 below.

▼ Your cookie choices

For Roblox.com, click on the link in the footer at the bottom of the page to access your cookie options. For all other sites, please clear your cookies and refresh your browser to display the cookie banner to access its settings.

Most web and mobile device browsers automatically accept cookies, but you can change your browser settings so that cookies are not accepted or you are warned before a cookie is set.

Use information from browser companies to learn more about how they manage cookies:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>,

Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>,

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>,

Safari (Desktop): https://support.apple.com/kb/PH5042?locale=en_US,

Safari (Mobile): <https://support.apple.com/en-us/HT201265>,

Android Browser: <https://support.google.com/nexus/answer/54068>,

Opera: <https://www.opera.com/help>.

You can also learn more about cookies by visiting <https://www.allaboutcookies.org/>, which also tells you how to block or delete cookies that are already on your device.

By blocking or deleting cookies used, you might limit your experience of the Service. You might not be able to log in or experience the Roblox.

When you visit our website with an EEA IP address, a cookie banner will appear asking you for your consent. You can manage your choice by clicking on “manage cookie preferences” in the cookie banner. We will save your choices in the form of a cookie. This cookie has a limited effective period of one year. For more details see Section 7 below.

▼ [To stop companies from tracking you on their websites](#)

You can ask us or a third party to disable advertising-related tracking on our websites. To disable this tracking, we or the third party may need to set an opt-out cookie on your browser. You may need to change your browser settings to accept cookies if you want to fully disable advertising-related tracking. Please note that our Services do not respond to Do Not Track (DNT) signals.

▼ On our corporate websites or in job applications

The parts of this privacy policy that are about experiences or give information about users under 13 years old don't apply to the corporate websites.

If you contact us about job opportunities, we may ask for your name, email address and employment details. Or you may send us a CV or job application with this information. We have the right to use this information to send you corporate-related information to you or respond to your job application. If you engage with Roblox in an immersive space for prospective employees, such as the Roblox Career Center, such a space may be recorded in order to provide the experience.

Our corporate websites give general company information to any user that visits them – they use the domain names, corp.roblox.com, blog.roblox.com, and their subdomains. On these sites, we give information about the corporate side of Roblox, press information, career information, and other general audience information. Our corporate websites do not offer any experiences.

4 ▼ When we share your information

▼ We may share Personal Information where necessary

▼ [When other companies need Personal Information to provide a service on our behalf](#)

We may share your information, including Personal Information, with other companies (known as third-party agents, contractors, or service providers). We hire these companies to perform services for us. These companies are only allowed to use the information we share to complete the relevant tasks. They are not allowed to use the information we share for any other purpose, including selling Personal Information. We make sure that all companies that we share information with are capable of looking

after the information properly. Personal Information collected through the SMS program, won't be shared, sold or rented to third parties.

Here are examples of the services that we might rely on other companies to provide, and examples of the companies that we are likely to share information with.

- Account integrity and security services (e.g., Persona);
- Analytics services (e.g., Google LLC);
- User acquisition services (e.g., AppsFlyer);
- Community filtering and moderation services;
- Customer support services;
- Surveys and promotions (e.g., Reach3);
- Billing and payment services (e.g., Kount, Worldpay, PayPal, Incomm, Blackhawk, Google, Apple, Amazon, Windows Store, Xbox, Playstation, Meta Quest, Xsolla)
- Hosting and content delivery services (eg, AWS, Equinix, CenturyLink, YouTube, Vimeo).

▼ When creators need Personal Information to improve your experience

The creators of the experiences you use or content you interact with will have access to your username, display name, user ID, game metrics, UGC transaction details, and your regional location (which we base on your IP address). We do not share your IP address with the creators.

We provide creators with the regional location of players to determine their player base and make sure their experiences meet the legal requirements of the country you live in.

▼ For legal reasons or to help prevent a crime

We may share your Personal Information, as permitted or required by law, if:

- necessary to comply with a judicial proceeding, court order, or other legal process served on Roblox
- law enforcement agencies, regulators, or other public agencies (including schools or children's services) request that we share it
- we believe that disclosing the information may prevent a crime
- we believe it is necessary to protect our legal rights or the legal rights of others
- a law requires us to share it

We may also share the contents of your communications as permitted or required by law:

- to law enforcement or judicial authorities to address a threat to life or safety of a person, including (but not limited to) where consistent with Roblox's obligations under the Digital Services Act, Article 18
- when required by law in response to governmental regulatory requests, such as Information notices issued under the UK Online Safety Act

- when required by laws governing online safety, such as the Australian Online Safety Act

▼ To support safety and security

We may share your Personal Information or the contents of your communications if we believe that sharing would:

- help an investigation into public safety or a violation of our Terms of Use
- protect the safety of Roblox users or others
- reduce risk to user safety or security, or if collaborating with others is necessary to protect users
- help to protect the security or integrity of our Services

▼ If we need to protect ourselves against legal responsibility

We may share your information if we believe that disclosing the information will allow us to take precautions against taking legal responsibility (liability) or to protect our rights.

▼ If there is a transfer of rights in our business e.g., if we sell our business

We may hand over rights to access your information, including Personal Information:

- as part of a merger, acquisition, sale of assets, or similar transaction
- if information is handed over as a business asset in an insolvency, bankruptcy, or receivership
- Where required by law, we will notify you and ask you to consent to such sharing.

▼ We may disclose Personal Information to third parties

▼ For Advertising Purposes

Roblox may disclose information collected from or about you with third-party advertising companies and/or advertising measurement companies to select and display advertisements to you on Roblox, or measure and improve advertising effectiveness. In accordance with applicable law, we provide our users with choices about whether data is disclosed for this purpose. Data disclosed for this purpose includes:

- Contact identifiers
- Characteristics or demographics
- Device identifiers

We also partner with third-party advertising companies such as ad server companies and ad networks to advertise Roblox on other websites and services. If you interact with content or reach Roblox

through a link in an advertisement, we or our service providers may give these third-party advertising companies identifiers from your device, such as an IP address or device ID.

You can exercise choices about data processing for this purpose by visiting your account's [privacy settings page](#). Depending on where you live, you may have additional rights that apply. For region-specific information, please visit Section 7 of this policy. We do not disclose any Personal Information from users under 18 years old for the purposes of directing personalized advertising. When you interact with an ad on Roblox, we work with partners to produce aggregated measurement information.

▼ Roblox Commerce

If you directly interact with a Commerce Provider to purchase a Commerce Product(s) on Roblox, Roblox and the Commerce Provider may need to exchange information about your purchase in order to fulfill the transaction. This involves Roblox or the Commerce Provider creating a transaction identifier that allows each party to confirm certain information about the transaction, such as whether a purchase has been completed. Any information you provide directly to the Commerce Provider in order to complete a transaction is independently collected by the Commerce Provider and will be subject to the Commerce Provider's applicable terms and policies.

▼ We may share information that does not identify you

In some circumstances, we share data that doesn't identify you, for example:

- To comply with reporting requirements
- For any business or marketing purposes
- To help us and others understand how, when, and why users visit our sites and use Roblox.

We may share non-identifying data of all users regardless of their age.

▼ We're not responsible if you share your own Personal Information

Roblox takes steps to prevent users from sharing Personal Information via chats, forums, messages, or similar ways of communicating on Roblox. Remember that anyone who uses these features will be able to see information that you share in this way. We are not responsible for how your Personal Information is used if you shared it yourself.

5 ▼ Looking after your information

▼ Security measures

We have security measures that are intended to protect any Personal Information or other sensitive information under our control from loss, misuse, or alteration. Though we cannot guarantee that loss, misuse or alteration of information will never occur, we use reasonable efforts to prevent it.

Sending or storing information on the Internet is not 100% secure, so we can't guarantee the security of any information you share with us. To the fullest extent permitted by applicable law, we do not accept liability for unintentional disclosure.

▼ We'll tell you if your privacy is at risk

We may send you emails or other messages about security, privacy, and account management. If we learn about an incident that may qualify as a data breach under the law, we will notify you in accordance with the law.

▼ How long we keep your information

We may keep your Personal Information for specific purposes as long as we need it to fulfill those purposes, sometimes even if you've stopped using Roblox's Services. When we no longer require your Personal Information, we will de-identify or delete the information. Here are the reasons we may need to keep your information:

▼ For resolving problems

- We keep billing information and transaction histories so that we can resolve billing disputes or inquiries.
- We keep user account history to solve any customer service issues and to provide, improve, and develop our service.

▼ To make our services safer

- We may keep information if it will help us make our Service safer and more secure, such as to stop bad actors who try to misuse Roblox.

▼ For legal reasons

- We may keep information for legal reasons, like establishing legal defenses, conducting audits, pursuing legitimate business purposes, enforcing our agreements, exercising our rights, or complying with legal obligations.

▼ Letting other users keep your information

- Other users may keep publicly shared content and virtual items on our platform (e.g., if you create a virtual shirt and then sell it to another user, the virtual shirt will be kept on the platform because the other user now possesses it).

▼ Where we store your information

Roblox is based in the United States. We send information we collect from you to our secure servers in the U.S. where we store and use it. This storage is necessary for us to process the information.

We may also transfer information that we collect from you to our other offices and to the third parties mentioned in Section 4 of this Policy – these might be outside your region. Our agents or contractors may also use your information. The data protection laws of the U.S. or other countries may not be equivalent to those where you live.

Wherever we transfer your Personal Information, we will take reasonable steps so that your privacy rights continue to be protected. If required by applicable legislation, we rely on a valid international data transfer mechanism to enable cross-border data transfers.

6 ▼ Privacy Policy Changes and Updates

We update this Privacy Policy at times, so you should review this page regularly. We always publish the date of the latest version at the bottom of this page.

If we make any major changes, we will let you know by email (if we have your email address or a parent's or legal guardian's email address) or by showing a prominent notice on this website or in app prior to the change becoming effective. If required by law, we will obtain your consent or the consent of a parent or legal guardian if any of these changes involve new material uses of your Personal Information not previously disclosed in this Privacy Policy.

7 ▼ Additional information based on where you live

If you live in certain regions, you may have additional choices about your Personal Information or rights that apply to data processing. This section contains additional information based on where you live.

If you want to exercise your rights or make another request about your Personal Information, or if you want us to make another request about your Personal Information, please fill in the Customer Support Form. If you're under 13 years old, please have your parent or guardian fill out the form.

▼ If you live in the United States

If you live in the United States, please visit our [US State Privacy Policy Addendum](#) for more information.

▼ If you live in the Republic of Korea

If you're in Korea, more information is located in the [Privacy Policy Addendum for Users in Republic of Korea](#).

▼ If you live in the European Economic Area (EEA), the United Kingdom (UK) or Switzerland

▼ *Categories of Personal Information and Data Processing Purposes*

In the course of visiting our websites and apps, and/or using our services and products, we may process the following Personal Information subject to the legal bases mentioned below:

▼ [Setting up a Roblox account](#)

- Username and password to create your account. The basis for processing this Personal Information is Article 6 sec. 1 sent. 1 lit. b ("performance of a contract").
- Email addresses and other information you provided us with for added verification and/or to enable certain features. The bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b ("performance of a contract") and f ("legitimate interest") GDPR. Roblox has a legitimate interest in providing a safe and secure Service, especially to protect children.
- If you choose to provide a phone number, we will use the phone number for security and account access purposes, which will allow you to log in via mobile and recover a lost or forgotten password. You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to Roblox or its service provider for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR ("performance of a contract") and f ("legitimate interest") GDPR. We have a legitimate interest in enabling you to use our Services via your mobile device, ensuring security, and preventing fraud. Additionally, with your consent, we may use your phone number to recommend you as a friend to others using Roblox. The legal basis for friend recommendations and discoverability based on your phone number is Article 6 sec. 1 sent. 1 lit. a GDPR ("consent").

▼ Purchases on Roblox

- Billing and payment information, when you participate in Developer Exchange or purchase Robux or premium subscriptions on behalf of yourself or another user, including your name, billing address, credit card or other payment information and billing information. You may choose to save information such as your credit card number through a third-party payment provider; in such cases the information is not stored by Roblox; it is stored with the third-party partner. If you purchase Robux on behalf of another Roblox user, we collect contact information, such as email or phone number, in order to communicate with you about the transaction. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”). We may also collect billing addresses and retain transaction details and purchase and payment history. The legal basis for processing this Personal Information is our legitimate interest in being able to perform billing and resolve inquiries, Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”).

▼ Posting content

- Comments or messages you post or transmit on Roblox via public chats, forums, group walls, personal post, etc. We process this information to monitor, filter and moderate this information for the purposes of being able to remove profanity, Personal Information, and other inappropriate conversations. Additionally, we may use pre-filtered comments and messages for other purposes such as training and improving our filter technology. The legal basis for this processing activity is Roblox’s legitimate interest in being able to defend ourselves from possible liability claims that may arise from unlawful comments posted by you, Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”). Please note that any Personal Information submitted by you in forums and similar means offered by us is available to anyone who has access to this forum including other users. The Personal Information posted by you can be read, collected or used by other users of these forums and could be used to send unsolicited messages.

▼ Asking questions or getting technical support

- Information relating to contacting our customer service, e.g. when you report a problem, submit questions, concerns or comments. We may process your email address, your name and information relating to your inquiry or concern in order to respond to your communications, fulfill your requests, or provide other customer support. This processing activity is based on Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”), depending on the initial purpose for contacting our customer support.

▼ Using Roblox Features

- Social media links you add to your account. When you use these features, certain information from your social media accounts may be accessed by or shared with Roblox. The legal bases for this processing activity are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”). If you use your

Roblox credentials to sign in to a third-party website or service, and later delete your Roblox account, you may lose access to such third-party website or service.

- When you use audio features from Roblox, we may collect, process and store your audio recording to enable features like voice services and make Roblox safer. We will not engage in training or product improvement with private server voice chat recordings of EEA users. The bases for data are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”) GDPR and Article 6 sec. 1 sent. 1 lit. f (“legitimate interest”). With your consent, we will use voice recordings to inform training and product improvement. The basis for processing this Personal Information for training and product improvement is Article 6 sec. 1 sent. 1 lit. a (“consent”).
- When you request or agree to location-based services (users 13 years old and older), we may collect and track geolocation information so that we can offer services that depend on us knowing where you are. Examples are personalizing content or personalized advertising for users 18 years old and older. We collect this information by using an identifier on your device or browser so that we can recognize you each time you return. To stop us collecting your location information, you can update your device settings, stop using the service, or uninstall our mobile apps. The basis for processing this Personal Information is Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”).
- If you join our experiences on a VR platform, we will collect your physical movement information in order to replicate your movement in the experience. This information is only used to provide the Service and is not stored. The bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”).
- If you join a virtual event hosted by a Creator, data such as your username, email, and Roblox user ID may be shared with the third-party platform that hosts events. Such data is used to allow you to log in to the experience. Your activity during a Creator Event is subject to the third party platform’s privacy policy as well as the [Roblox Community Standards](#). The bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”) to join an event and f (“legitimate interest”) GDPR to support the security and integrity of our service.
- Information required for additional features that require the use of your camera or upload content, including photos or video, that contains your Personal Information. If you decide to use these features and upload content that requires the use of your camera or upload content that contains your Personal Information, we will collect, process, and store that content only for as long as needed to accomplish the purpose of the feature. The bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”). For certain uploads, such as ID verification, Roblox processes data you upload on the basis of consent, Article 6 sec. 1 sent. 1 lit. a or Article 9 sec. 2 lit. a (“consent”). For more information, please refer to the [Roblox Facial Animation Privacy Notice](#) and [Roblox Facial Media Capture Privacy Notice](#).
- Information required for other features or activities, which may be available to our users other than children. We may offer other features or activities on our Services from time to time, and you may be able to submit or upload Personal Information in connection with such features. The data being collected for such features and their intended uses will be evident at the time of data collection. The

bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”).

- If you opt-in to the Contact Importer feature, you consent to sharing with Roblox the first and last names and phone numbers of your contacts in your address book on your mobile phone, either at the time you register for our Service or otherwise. We do so to help you connect with your friends on our Service. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”).
- Interacting with our experiences. To improve your experience and support our safety efforts, we collect information about how you interact with the Services and we connect this information with your account. For example, we may collect information from a user's game state to detect violations of our Terms and to improve our ability to detect such violations; collect information about your behavior when you interact with your device for security and safety purposes; collect information from your search history to give you similar recommendations; share information like your username and transaction details to the UGC creator or subsequent owners, if you acquire a limited item if you purchase, share, trade, or otherwise engage in a transaction involving UGC. The bases for processing this Personal Information are Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”) and f (“legitimate interest”). We may use data collected from your interaction with our experiences for safety or moderation purposes on the basis of Article 6 sec. 1 sent.1 lit. f ("legitimate interest").

▼ Competitions, promotions, and research

- When you respond to or participate in voluntary research or surveys or studies. These surveys may collect information about your likes and dislikes, experience interests and habits, general hobbies and interests, and other lifestyle information or preferences. These surveys may ask for Personal Information. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. a GDPR (“consent”).
- Information relating to your participation in contests, competitions, sweepstakes, giveaways, prize draws or other promotions that we may run on our Service or sponsor from time to time. We may process certain contact information (such as your name, email address, and/or phone number) for prize fulfillment purposes, as well as other information or content needed for the specific promotion. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”).

▼ Advertising

- We process Personal Information to personalize the ads you see on Roblox. We use information we collect and receive from partners to decide which ads to show you on Roblox. To the extent these practices involve the processing of Personal Information and displaying personalized ads, the legal basis for the processing is Article 6 sec. 1 sent. 1 lit. a GDPR (“consent”). We do not show personalized ads to users under the age of 18 on Roblox. We process Personal Information to display

non-personalized ads on Roblox. To the extent these practices involve the processing of Personal Information, the legal basis for processing is Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”).

- Roblox also may work with partners to directly show you ads on Roblox. To the extent these practices involve the processing of Personal Information to display personalized ads, the legal basis for the processing is Article 6 sec. 1 sent. 1 lit. a GDPR (“consent”). To the extent these practices involve the processing of Personal Information to display non-personalized ads, the legal basis for processing is Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”).
- Roblox will process information collected from or about you to measure and improve advertising effectiveness. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”).
- To market our services on other sites and apps, for example, via social media platforms in order to bring new users to our websites and to maintain and increase our user base, we may process Personal Information. To the extent these practices involve the processing of Personal Information, the legal basis for the processing is Article 6 sec. 1 sent. 1 lit. a GDPR (“consent”).
- If you choose to publish ads on Roblox, we collect additional information from you (such as name, email, address, financial information, business information, etc.) in order to create an ad account, onboard you to the relevant ad program, and send you invoices or information related to payment. The basis for processing this Personal Information is Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”). We may also retain transaction details and purchase and payment history. The legal basis for processing these Personal Information is our legitimate interest in being able to resolve subsequent disputes and inquiries, Article 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”). We also collect and retain your information to comply with our legal obligations, including our obligations under tax laws. The basis for processing this Personal Information is Article 6 sec. 1 sent. 1 lit. c GDPR (“legal obligation”).

▼ If you're a developer or creator

- Information required for participating in our Roblox Developer Exchange Program, like the IRS W-9 form (for U.S. taxpayers) or W-8 form (for non-U.S. taxpayers). The legal basis for this processing is Article 6 sec.1 sent. 1 lit. f GDPR (“legitimate interest”) with regard to U.S. law requirements. It is our legitimate interest to comply with the legal requirements, especially with regard to U.S. anti-money laundering laws.

▼ Other purposes for collecting your information

- We collect and process Personal Information for other legitimate purposes including the following. We collect and process data to let you manage your account and our services, to make things better for you, and to protect you by keeping our platform safe and secure. The legal basis for this processing is Article 6 sec.1 sent. 1 lit. f GDPR (“legitimate interest”). We also use data to comply with law and our policies. The legal basis for this processing is Article 6 sec.1 sent. 1 lit. b GDPR (“performance of a contract”) and Article 6 sec.1 sent. 1 lit. b GDPR (“legal obligation”).

▼ Cookies and similar technologies

- We use cookies. Some of these cookies are necessary for the basic functioning of the website and therefore cannot be deactivated. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”) and Art. 6 sec. 1 sent. 1 lit. f GDPR (“legitimate interest”) because we have a legitimate interest to guarantee the Services’ stability and security. We will use optional cookies only if you have previously consented to such use. When you visit our website with an EEA IP address, a cookie banner will appear asking you for your consent. You can manage your choice by clicking on “manage cookie preferences” in the cookie banner. We will save your choices in the form of a cookie. This cookie has a limited effective period of one year. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. a GDPR (“consent”). In addition, you can also manage cookies using your browser settings. For further information on cookies and similar technologies see Section 3 above.

▼ On our corporate websites or in job applications

- Information relating to a job application made by you, like your name, email address, employment details, CV, resume or other details of your employment history sent by you. We will process this information to process and respond to your job application. If you engage with Roblox in an immersive space for prospective employees, such as the Roblox Career Center, such a space may be recorded in order to provide the experience. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b GDPR (“necessary for entering into an employment contract with us”).

▼ Automated Decision-Making

Please note that we do not use your Personal Information for automated decision making which produces legal effects concerning you or similarly significantly affects you.

▼ Personal Information of Children and Parental Consent

Please note that when users under the age of 13 (for the purposes of this section, a “child”) register for the Service, their account is automatically set to privacy-protective settings by default. This means that these users will not have access to certain features, including personalized advertising, and certain types of notification alerts.

When a child creates an account on Roblox, we may process a username, password, birthdate, and gender (gender is optional). Separate from account creation, users may optionally provide a parent email address. We process this information to give the user access to the Service and to communicate with the parent about the child’s account (if a parent email was provided). For example, we may use the parent’s email to send an email notification about the child’s account and an invitation for the parent to review the account and update settings. We may use the birthdate the child provides when signing up for the Service to determine which features on Roblox the child should have access to and

to determine when the child will turn 13 years old and can be given broader access to features on our Service. This processing activity is based on Article 6 sec. 1 sent. 1 lit. b GDPR (“performance of a contract”). In general, we will not use or share account information (including Personal Information) from a child’s account except for the permissible purposes stated in this Privacy Policy, and, if required by law, only with the prior verifiable consent of a parent or legal guardian (Article 6 sec. 1 sent. 1 lit. a and Article 8 sec. 1 GDPR).

▼ *Data Sharing*

Roblox may share users’ information, including Personal Information like billing information or usernames, with our third-party agents, contractors, or service providers who are hired to perform services on Roblox’s behalf.

These providers may operate or support certain functions of the Service. Below is an illustrative list of functions for which we may use third party service providers and the names of the providers we may use to perform these functions:

- Account Integrity and Security (e.g., Persona);
- Analytics services (e.g., Google LLC);
- User Acquisition services (e.g., AppsFlyer);
- Community filtering and moderation services;
- Customer support services;
- Surveys and promotions (e.g., Reach3);
- Billing services and payment gateway providers (e.g., Kount, Worldpay, PayPal, Incomm, Blackhawk, Google, Apple, Amazon, Windows Store, Xbox, Playstation, Meta Quest, Xsolla); and
- Hosting and content delivery network services (e.g., AWS, Equinix, CenturyLink, YouTube, Vimeo).

The legal basis for this data transfer and processing activity is Article 28 of GDPR in conjunction with the data processing agreements we concluded with respective third-party agents. These agents and contractors are only allowed to use the information shared with them only for the specific tasks they’ve been hired to do and consistent with this Privacy Policy, and for no other purposes. Roblox takes steps such that all service providers with access to Personal Information are capable of protecting the information we share with them.

Further, the creators of the experiences you use or content you interact with will have access to your username, display name, user ID, game metrics, UGC transaction details, and your regional location (which we base on your IP address). We do not share your IP address with the creators. We provide creators with the regional location of players to determine their player base and make sure their experiences meet the legal requirements of the country you live in. The legal basis for this processing activity is Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”), Article 6 sec. 1 sent. 1 lit. c (“compliance with legal obligation”) in compliance with the respective EEA or Member State law and

lit. f (“legitimate interest”) GDPR. It is the creators’ legitimate interest to comply with non-EEA legal obligations.

In accordance with applicable laws, Roblox may disclose information collected from or about you with advertisers and/or advertising measurement companies to select advertisements for you, or measure and improve advertising effectiveness. The legal basis for disclosing information to third party advertising partners is Article 6 sec. 1 sent. 1 lit. a (“consent”). Data disclosed for advertising measurement purposes includes contact identifiers and device identifiers. The legal basis for this processing activity is Article 6 sec. sent. 1 lit. f (“legitimate interest”).

If you directly interact with a Commerce Provider to purchase a Commerce Product(s) on Roblox, Roblox and the Commerce Provider may need to exchange information about your purchase in order to fulfill the transaction. This involves Roblox or the Commerce Provider creating a transaction identifier that allows each party to confirm certain information about the transaction, such as whether a purchase has been completed. The legal basis for data sharing required to facilitate a purchase you make through a fulfillment partner is Article 6 sec. 1 sent. 1 lit. b (“performance of a contract”).

▼ *Legal disclosure*

We may disclose Personal Information about you, including the content of your communications on the Service, to comply with legal process, including court orders and subpoenas, served on our Service, for example, where consistent with Roblox's obligations under the Digital Services Act, Article 18 and Information notices issued under the UK Online Safety Act. In addition, we also may disclose Personal Information about you, including content, in response to a request from law enforcement agencies, regulators, or other public agencies (including schools or children services), if we believe that there is a risk to user safety or security, for legal reasons, or to prevent a crime, in accordance with Section 4 of the Roblox Privacy and Cookie Policy. The legal basis for such disclosure is Article 6 sec. 1 sent. 1 lit. c (“compliance with legal obligation”) in compliance with the respective EEA or Member State law and lit. f (“legitimate interest”) GDPR. It is our legitimate interest to comply with the legal requirements of U.S. law. Further, we have a legitimate interest in these purposes.

▼ *Storage and international transfer of your Personal Information*

Roblox is based in the U.S. Your Personal Information that we collect is sent to and stored on secure servers located in the United States of America. Such storage is necessary in order to process the information. Some of our agents and third-party service providers are located outside the European Economic Area, e.g. the United States. The data protection laws of the United States or other countries may not be as comprehensive or equivalent to those in your country of residence. Wherever we transfer your Personal Information, we will take reasonable steps so that your privacy rights continue to be protected, e.g. conclude the [EU Standard Contractual Clauses](#) with third parties.

▼ *Your rights as a Data Subject*

If you are a user based in the European Economic Area, you may be entitled to exercise some or all of the following rights:

- Request (i) information whether your Personal Information is retained and (ii) access to or duplicates of your Personal Information retained, including the purposes of the processing, the categories of Personal Information concerned, and the data recipients as well as potential retention periods;
- Request rectification, removal or restriction of your Personal Information, e.g. because (i) it is incomplete or inaccurate, (ii) it is no longer needed for the purposes for which it was collected, or (iii) the consent on which the processing was based has been withdrawn;
- Refuse to provide and – without impact to data processing activities that have taken place before such withdrawal – withdraw your consent to processing of your Personal Information at any time;
- Object, on grounds relating to your particular situation, to processing of your Personal Information, in case such processing is either based on our or a third party's legitimate interests or on a performance of a task carried out in the public interest. In this case, please provide us with information about your particular situation. After the assessment of the facts presented by you we will either stop processing your Personal Information or present you our compelling legitimate grounds for an ongoing processing;
- Object to the use of your Personal Information for direct marketing at any time;
- Request (i) to receive the Personal Information concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and (ii) to transmit those data to another controller without hindrance from our side. Where technically feasible you shall have the right to have the Personal Information transmitted directly from us to another controller.
- You may (i) exercise the rights referred to above, (ii) pose any questions, or (iii) make any complaints regarding our data processing by contacting us under the contact details set out above in Sec. 1.

Further, you may take legal actions in relation to any potential breach of your rights regarding the processing of your Personal Information, as well as to lodge complaints before the competent data protection regulators.

▼ *If you live in Brazil*

▼ *Categories of Personal Information and Data Processing Purposes*

In the course of visiting our websites and apps, and/or using our services and products, we may process the following Personal Information:

▼ *Setting up a Roblox account*

- Username and password to create your account.

- Email addresses and other information you provided us with for added verification and/or to enable certain features. Roblox has a legitimate interest in providing a safe and secure Service, especially to protect children.
- If you choose to provide a phone number, we will use the phone number for security and account access purposes, which will allow you to log in via mobile and recover a lost or forgotten password. You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to Roblox or its service provider for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud. We have a legitimate interest in enabling you to use our Services via your mobile device, ensuring security, and preventing fraud. Additionally, with your explicit and informed consent, we may use your phone number to recommend you as a friend to others using Roblox.

▼ Purchases on Roblox

- Billing and payment information, when you participate in Developer Exchange or purchase Robux or premium subscriptions on behalf of yourself or another user, including your name, billing address, credit card or other payment information and billing information. You may choose to save information such as your credit card number through a third-party payment provider; in such cases the information is not stored by Roblox; it is stored with the third-party partner. We may also collect billing addresses and retain transaction details and purchase and payment history. If you purchase Robux on behalf of another Roblox user, we collect contact information, such as email or phone number, in order to communicate with you about the transaction.

▼ Posting content

- Comments or messages you post or transmit on Roblox via public chats, forums, group walls, personal post, etc. We process this information to monitor, filter and moderate this information for the purposes of being able to remove profanity, Personal Information, and other inappropriate conversations. Additionally, we may use pre-filtered comments and messages for other purposes such as training and improving our filter technology. Please note that any Personal Information submitted by you in forums and similar means offered by us is available to anyone who has access to this forum including other users. The Personal Information posted by you can be read, collected or used by other users of these forums and could be used to send unsolicited messages.

▼ Asking questions or getting technical support

- Information relating to contacting our customer service, e.g. when you report a problem, submit questions, concerns or comments. We may process your email address, your name and information relating to your inquiry or concern in order to respond to your communications, fulfill your requests, or provide other customer support.

▼ Using Roblox Features

- Social media links you add to your account. Information relating to your use of or interaction with third party plug-ins, e.g. social plugins from Google, Facebook or Twitter. When you use these features, certain information from your social media accounts may be accessed by or shared with Roblox, and likewise, certain information about your use of Roblox may be posted to your profile on those platforms. If you use your Roblox credentials to sign in to a third-party website or service, and later delete your Roblox account, you may lose access to such third-party website or service.
- When you use audio features from Roblox, we may collect, process, and store your audio recording to enable voice services and make Roblox safer. We will not engage in training or product improvement with private server voice chat recordings of Brazil users. With your consent, we will use voice recordings to inform training and product improvement.
- When you request or agree to location-based services (users 13 years old and older), we may collect and track geolocation information so that we can offer services that depend on us knowing where you are. Examples are personalizing content or personalized advertising for users 18 years old and older. We collect this information by using an identifier on your device or browser so that we can recognize you each time you return. To stop us collecting your location information, you can update your device settings, stop using the service, or uninstall our mobile apps.
- If you join our experiences on a VR platform, we will collect your physical movement information in order to replicate your movement in the experience. This information is only used to provide the Service and is not stored.
- If you join a virtual event hosted by a Creator, data such as your username, email, and Roblox user ID may be shared with the third-party platform that hosts events. Such data is used to allow you to log in to the experience. Your activity during a Creator Event is subject to the third party platform's privacy policy as well as the [Roblox Community Standards](#).
- Information required for additional features that require the use of your camera or upload content, including photos or videos, that contains your Personal Information. If you decide to use these features and upload content, we will collect, process, and store that content to accomplish the purpose of the feature. For more information, please refer to the [Roblox Facial Animation Privacy Notice](#) and [Roblox Facial Media Capture Privacy Notice](#).
- Information required for other features or activities, which may be available to our users other than children. We may offer other features or activities on our Services from time to time, and you may be able to submit or upload Personal Information in connection with such features. The data being collected for such features and their intended uses will be evident at the time of data collection.
- If you opt-in to the Contact Importer feature, you consent to sharing with Roblox the first and last names and phone numbers of your contacts in your address book on your mobile phone, either at the time you register for our Service or otherwise. We do so to help you connect with your friends on our Service.
- Interacting with our experiences. To improve your experience and support our safety efforts, we collect information about how you interact with the Services and we connect this information with

your account. For example, we may collect information from a user's game state to detect violations of our Terms and to improve our ability to detect such violations; collect information about your behavior when you interact with your device for security and safety purposes; collect information from your search history to give you similar recommendations; share information like your username and transaction details to the UGC creator or subsequent owners, if you acquire a limited item if you purchase, share, trade, or otherwise engage in a transaction involving UGC.

▼ Competitions, promotions, and research

- When you respond to or participate in voluntary research or surveys or studies. These surveys may collect information about your likes and dislikes, experience interests and habits, general hobbies and interests, and other lifestyle information or preferences. These surveys may ask for Personal Information.
- Information relating to your participation in contests, competitions, sweepstakes, giveaways, prize draws or other promotions that we may run on our Service or sponsor from time to time. We may process certain contact information (such as your name, email address, and/or phone number) for prize fulfillment purposes, as well as other information or content needed for the specific promotion.

▼ Advertising

- We process Personal Information to display ads on Roblox. We use information we collect and receive from partners to decide which ads to show you on Roblox. Depending on where you live, Roblox also may work with partners to directly show you ads on Roblox. We do not show personalized ads to users under the age of 18 on Roblox.
- Roblox will process information collected from or about you to measure and improve advertising effectiveness.
- To market our services on other sites and apps, for example, via social media platforms in order to bring new users to our websites and to maintain and increase our user base, we may process Personal Information.
- When you choose to create an Ad Account, we may collect additional information for your account (such as name, email, address, business information, etc.) in order to create an account. We may also retain transaction details and purchase and payment history.

▼ If you're a developer or creator

- Information required for participating in our Roblox Developer Exchange Program, like the IRS W-9 form (for U.S. taxpayers) or W-8 form (for non-U.S. taxpayers). It is our legitimate interest to comply with the legal requirements, especially with regard to U.S. anti-money laundering laws.

▼ Other purposes for collecting your information

- Login information, which may include your IP address, device type, username, password, date and time of your visit, information on your browser version, information on your operating system, including language settings, MAC addresses, and User ID. We will process this information to provide you with our Service. It is in our legitimate interest to guarantee the Services' stability and security.
- Account information, e.g. information such as your name, username, login and password details, regional location information, user-generated content, contact details that you choose to provide to us, and other Personal Information that are used for participating in the Service we are offering. We process this information to provide our Services to you.

▼ Cookies and similar technologies

- We use cookies. Some of these cookies are necessary for the basic functioning of the website and therefore cannot be deactivated. We will use optional cookies only if you have previously consented to such use. You can manage your choice by clicking on “manage cookie preferences” in the cookie banner. We will save your choices in the form of a cookie. This cookie has a limited effective period of one year. In addition, you can also manage cookies using your browser settings. For further information on cookies and similar technologies see Section 3 above.

▼ On our corporate websites or in job applications

- Information relating to a job application made by you, like your name, email address, employment details, CV, resume or other details of your employment history sent by you. If you engage with Roblox in an immersive space for prospective employees, such as the Roblox Career Center, such a space may be recorded in order to provide the experience. We will process this information to process and respond to your job application.

▼ Automated Decision-Making

Please note that we do not use your Personal Information for automated decision making which produces legal effects concerning you or similarly significantly affects you.

▼ Personal Information of Children and Parental Consent

Please note that when users under the age of 13 register for the Service, their account is automatically set to privacy-protective settings by default. This means that these users will not have access to certain features, including personalized advertising, and certain types of notification alerts.

When a child creates an account on Roblox, we may process a username, password, birthdate, and gender (gender is optional). Separate from account creation, users may optionally provide the user access to the Service and to communicate with the parent about the child's account (if a parent email was provided). For example, we may use the parent's email to send an email notification about the child's account and an invitation for the parent to review their child's account and update settings. We

may use the birthdate the child provides when signing up for the Service to determine which features on Roblox the child should have access to and to determine when the child will turn 13 years old and can be given broader access to features on our Service.

In general, we will not use or share account information (including Personal Information) from a child's account except for the permissible purposes stated in this Privacy Policy and, where applicable, only with the prior verifiable consent of a parent or legal guardian.

▼ *Data Sharing*

Roblox may share users' information, including Personal Information like billing information or usernames, with our third-party agents, contractors, or service providers who are hired to perform services on Roblox's behalf.

These providers may operate or support certain functions of the Service. Below is an illustrative list of functions for which we may use third party service providers and the names of the providers we may use to perform these functions:

- Account Integrity and Security (e.g., Persona);
- Analytics services (e.g., Google LLC);
- User Acquisition services (e.g., AppsFlyer);
- Community filtering and moderation services;
- Customer support services;
- Surveys and promotions (e.g., Reach3);
- Billing services and payment gateway providers (e.g., Kount, Worldpay, PayPal, Incomm, Blackhawk, Google, Apple, Amazon, Windows Store, Xbox, Playstation, Meta Quest, Xsolla); and
- Hosting and content delivery network services (e.g., AWS, Equinix, CenturyLink, YouTube, Vimeo).

These agents and contractors are only allowed to use the information shared with them only for the specific tasks they've been hired to do and consistent with this Privacy Policy, and for no other purposes. Roblox takes steps such that all service providers with access to Personal Information are capable of protecting the information we share with them.

Further, the creators of the experiences you use or content you interact with will have access to your username, display name, user ID, game metrics, UGC transaction details, and your regional location (which we base on your IP address). We do not share your IP address with the creators. We provide creators with the regional location of players to determine their player base and make sure their experiences meet the legal requirements of the country you live in.

In accordance with applicable laws, Roblox may disclose information collected from or about you with advertisers and/or advertising measurement companies to select advertisements for you, or measure and improve advertising effectiveness. Data disclosed for this purpose includes contact identifiers and device identifiers.

If you directly interact with a Commerce Provider to purchase a Commerce Product(s) on Roblox, Roblox and the Commerce Provider may need to exchange information about your purchase in order to fulfill the transaction. This involves Roblox or the Commerce Provider creating a transaction identifier that allows each party to confirm certain information about the transaction, such as whether a purchase has been completed.

▼ *Legal disclosure*

We may disclose Personal Information about you, including the content of your communications on the Service, to comply with legal process, including court orders and subpoenas, served on our Service. In addition, we also may disclose Personal Information about you, including content, in response to a request from law enforcement agencies, regulators, or other public agencies (including schools or children services), if we believe that there is a risk to user safety or security, for legal reasons, or to prevent a crime, in accordance with Section 4 of the Roblox Privacy and Cookie Policy.

▼ *Storage and international transfer of your Personal Information*

Roblox is based in the U.S. Your Personal Information that we collect is sent to and stored on secure servers located in the United States of America. Such storage is necessary in order to process the information.

Some of our agents and third-party service providers are located outside of Brazil, e.g. the United States. The data protection laws of the United States or other countries may not be as comprehensive or equivalent to those in Brazil. Wherever we transfer your Personal Information, we will take reasonable steps so that we rely on a legitimate international transfer mechanism, as set out in Brazilian data protection laws.

▼ *Your rights as a Data Subject*

As a data subject located in Brazil, you have rights regarding your Personal Information. We provide mechanisms, as detailed below, so that you have clarity and transparency in exercising your rights. As a data subject, you have the following rights:

- Confirm whether or not we process your Personal Information
- Access your Personal Information
- Correct incomplete, inaccurate, or outdated Personal Information
- Anonymize, block or delete unnecessary, excessive Personal Information or data processed in non-compliance with LGPD
- Port your Personal Information to another service provider, upon express request and subject to our trade secrets, in accordance with the regulations of the supervisory authority
- Delete Personal Information processed under your consent if it is withdrawn, when applicable

- Request information about public and private entities with which we shared your Personal Information
- Request information about the possibility of not providing consent and about the consequences of doing so
- Withdraw your consent, where applicable
- Request information about with whom we share your Personal Information
- Object to processing activities that violates LGPD's provisions

Before responding to any of your requests, we may ask you to provide us with some information to confirm your identity. We will only respond to your request after validating your identity.

Please also note that these rights are not absolute and may not apply in certain circumstances. For example, we may continue to process and retain Personal Information regardless of your request to delete, object, block or anonymize it, to comply with legal, contractual and/or regulatory obligations, and to protect and exercise rights, including in judicial, administrative and arbitration proceedings, and as otherwise required by law. To exercise your rights or ask questions, you can contact us by completing this [Customer Support Form](#). To appeal a decision about your privacy rights, please contact our Brazilian Data Protection Officer by emailing dpo.roblox@leonardi.adv.br, or otherwise reaching out to us as described in Section 1.

▼ Summary of Recent Changes

- We added language clarifying who can see personalized ads and non-personalized ads on Roblox.
- We added language describing our practices for sharing information with authorities.

Effective Date: April 30, 2026

Last Updated: April 30, 2026

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What happens as my child or teen gets older on Roblox?

As your child's Roblox account ages up, we want you to be informed of the changes in account features and management that come with this milestone. As children grow older, we gradually shift account management from the parent to the child.

The age on your child or teen's Roblox account helps us know what content and communication features should be available by default on Roblox. As your child or teen gets older, certain features become available. When the age on the account reaches a milestone, Roblox will send you and your linked child (if applicable) a message describing some of the changes that will be made to their account.

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Once children reach the age of 9, they will be able to access games with content maturity **Moderate**, which may contain things like moderate violence or moderate crude humor. Parents can allow access to specific games (including games outside of the Roblox Select catalog except for Restricted games).

For age-checked users, users under the age of 9-12 need parental permission to access certain communication features.

Parents can control the following

- Content
 - Content Maturity Level
 - Sensitive Games
 - Blocked Games
 - Allowed Games
- Friends
 - View friends and block users
- [Screen time limits](#)
- Communication
 - Chat settings
- Spending
 - Spending notifications and spending limits
- Visibility and private servers
- Inventory visibility

Roblox Select: Ages 13-15

As children grow older, we gradually shift account and feature management from the parent to the child.

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Your child will also be able to use some features for the first time, like using their phone number [to find and connect with friends](#) and seeing suggested friends as “People you May Know.”

What shifts parent to child

At age 13, children directly manage these settings:

- Screen [time limits](#)
- Blocking [users](#)

What doesn't change

Even as your child gains more autonomy, your accounts stay linked to each other.

You'll still be able to do the following in [Parental Controls](#):

- Manage Direct chat settings
- Allow specific games
- Block specific games

You'll also be able to see their activity, including:

- Screen time insights and top games
- Who they're friends with
- Your child's birthday, age check status, and other information

Roblox: Age 16-17

As teens get older, they gain access to more content and manage more of their own Roblox settings while

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Parents: How to Link Your Child's Account

What is a Roblox account with parent privileges?

A Roblox account with parent privileges allows you to approve certain actions for your child on Roblox. You can also explore Roblox as an avatar on your own, or with your child. When creating an account with parent privileges, you'll be asked to enter your birthday, verify your age using a government-issued ID or credit card, and link to your child's Roblox account. Learn more in the [Parental Controls FAQ](#) help article.

By linking your account to your child's, you can view and update parental controls for your child all from your own device. You also get access to insights about your child's Roblox usage, such as their daily screen time and on-platform friends. To get started, you need a Roblox account with parent privileges linked to your child's account.

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You can also link your Roblox account on your child's Roblox account [settings](#).

1. Go to **Settings**
 1. On desktop: Select the **gear icon** located at the top right
 2. On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon)
2. Go to **Parental Controls**, and select **Add parent**
3. Follow the onscreen steps to verify your age using a government-issued ID or credit card. After verifying your age, the page will automatically refresh.
4. Select **Agree** to link to your child's account. Learn more about [ID verification](#).

How do I unlink my child's account?

When you unlink your Roblox account with parent privileges, you can no longer manage parental controls for your child's Roblox account.

1. Go to **Settings**
 - On desktop: Select the **gear icon** located in the top right
 - On mobile: Select **More** located in the bottom right, and select **Settings** (gear icon)
2. Go to **Parental Controls**. Select the account you want to unlink.
3. Select the **pencil icon** in the top right
4. Select **Unlink accounts**
5. Select **Unlink** to confirm

Additional help

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Managing Screen Time

Screen time controls allow you to restrict the amount of time that your child is allowed to spend on Roblox each day. Once they reach their limit, your child will see a message explaining that they have hit their limit, and they will no longer be able to use Roblox for the rest of the day.

Note that you will need a Roblox account linked to your child's account to manage screen time limits on behalf of your child. Learn more in the [Parents: How to Link Your Child's Account](#) help article.

Set screen time limits for your child

1. Go to **Settings**

- On desktop: Select the **gear icon** located at the top right.
- On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).

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1. Go to **Settings**
 - On desktop: Select the **gear icon** located at the top right.
 - On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).
2. Go to **Parental Controls**. If you have more than one child account linked, select the account you want to update.
3. Scroll down to **Screen time** and click **Manage** next to the chart at the top of the screen, which shows a seven-day average for screen time.
4. Select **Top experiences**
5. View the experience, content maturity and play time. Learn how to block experiences in the [Parental Controls Overview](#) help article.

Experiences that have been removed from Roblox do not appear in the Top experiences section.

For teens and up

If you're 13 or older, you can set screen time limits and view insights for your Roblox activity. To set a screen time limit:

1. Go to **Settings**
 - On desktop: Select the **gear icon** located at the top right.
 - On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).
2. Go to **Privacy & content restrictions**
3. Go to **Screen time**
 - Select **Daily limit** and set a screen time limit in the dropdown.
 - Select **Top experiences** to view your top 20 experiences played in the last week.

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Parental Controls Overview

Roblox offers a variety of parental controls to help parents and caregivers manage their child's game on the platform. You will need a Roblox account linked to your child's account to manage parental controls on behalf of your child. Learn more in the [Parents: How to Link Your Child's Account](#) help article.

Content Controls

The content maturity settings allow you to control the types of content your child has access to in Roblox games. To adjust your child's setting:

1. Go to **Settings**
2. Go to **Parental Controls** and select your child's account

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If a game is not available by default in your child's Roblox Kids or Roblox Select account, you are able to allow access to that specific game.

Email

1. Select **View Settings** in the request email to open the request in Roblox.
2. Select **Allow** or **Don't Allow** to approve or deny the request.

Parental Controls

1. Navigate to **Pending requests** in your settings to see any allowed games requests.
2. Select **Allow** or **Don't Allow** to approve or deny the request.
3. Review and manage your child's allowed games via **Content restrictions > Allowed games**.
 - To revoke approval for a game, select the **three-dot menu** next to the game title and select **Don't allow**.

Block a game

Block a game to prevent your child from accessing it, regardless of its content maturity level. Blocked games will still appear in search results. To block a game:

1. Go to **Settings**
2. Go to **Parental Controls** and select your child's account
3. Scroll down to **Settings you manage** and select **Content restrictions**
4. Select **Blocked games**
5. Select the + icon. In the search bar, type the game name you want to block
6. Select **Block** and confirm. To unblock a game, click **Unblock** and confirm.
 - *If you block a game while your child is playing, the block will only take effect the next time they enter the game.*

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- **Mild:** May contain repeated mild violence, heavy unrealistic blood, mild crude humor, and/or repeated mild fear.
- **Moderate:** May contain moderate violence, light realistic blood, moderate crude humor, unplayable gambling content, and/or moderate fear.
- **Restricted:** May contain strong violence, heavy realistic blood, moderate crude humor, romantic themes, unplayable gambling content, the presence of alcohol, strong language, and/or moderate fear. We allow access to Restricted content only for users who are 17+ age-verified.

Sensitive Issues

The sensitive issues content label is applied to games that are primarily themed on current sensitive social, political, or religious issues. This descriptor is not intended to take a stance on any of these issues. By default, users under 13 cannot access games that are primarily themed on sensitive issues. To enable access for your child:

1. Go to **Settings**.
2. Go to **Parental Controls** and select your child's account.
3. Go to **Settings you Manage**.
4. Scroll down to **Settings you manage** and select **Content restrictions**.
5. Select **Sensitive issues**.
6. Toggle the **Allow sensitive issues** selector ON to allow your child to access games that are primarily themed on sensitive issues.
 - *You can toggle the selector OFF at any time to disable their access.*

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1. **Game chat:** This determines if your child can text chat with users in similar age groups in the same game. You can find more info on game chat here. Users under the age of 9 require parental consent to enable game chat.
2. **Game direct chat:** This determines who your child can chat with directly when using the ‘/w’ command inside of a game server. Users can only direct chat with other age checked users in similar age groups. Users under the age of 13 require parental consent to enable direct chat.
- **Friends chat:** This determines if your child can text chat with users they have added as friends on Roblox.

Note: These settings do not apply to chat features developed independently by developers.

Party chat is only allowed between age checked users above 13 in similar age groups. To use parental controls for **Party**:

1. Go to **Settings**
2. Go to **Parental Controls**
3. Scroll down to **Settings you manage** and select **Communication**
4. Go to **Communication**
5. Select **Party**. A Party allows you to group up to join games together.
6. Select options for each of the settings to determine who can join parties with your child. There are two settings available:
 - **Party:** You have the option to change the Party setting from **Friends** to **No one**. Selecting **Friends** limits you to a 1:1 Party (up to two members), and if you select **No one**, you will be unable to participate in any Party.
 - **Group Party:** You also have the option to change the Group Party setting from **Friends** to **No one**. When **Friends** is selected, you can be in a Party with up to six members.

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You can view, block, and report your child's Roblox connections from within your parent dashboard. To manage your child's connections list:

1. Go to **Settings**
2. Go to **Parental Controls**
3. Scroll down to **Connections** and select **Manage**
4. Your child's connection will be displayed as usernames alongside their avatar. You can select an avatar to see the user's profile.
5. You can block and report a connection by selecting the three dot menu next to the connection. Select **Block** and confirm to remove the user from your child's connection list.
6. Blocked users will not be able to chat directly with your child or add them as a connection again without your permission. Select **Report** to file a complaint against the user.

Spending Controls

You can set a monthly spending limit on how much money your child can spend on Roblox, including Robux or subscriptions to individual games. This limit does not impact gift card redemption. You can also choose to enable or disable notifications about your child's spending.

To set spending controls:

1. Go to **Settings**
2. Go to **Parental Controls**
3. Go to **Settings You Manage**
4. Scroll down to Settings you manage and select **Spending restrictions**
5. You can set a monthly spending limit. Regardless of whether the allowed monthly limit is reached, it will reset at the end of the calendar month and not roll over.

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1. Go to **Settings**
2. Go to **Parental Controls**
3. Scroll down to **Screen time** and select **Manage** next to the chart at the top of the screen, which shows a seven-day average for screen time
4. Select **Screen time limit**
5. Select a time limit in the **Daily limit** dropdown

You can also view your child's Roblox top 20 games played from the last week. To view top games played:

1. Go to **Settings**
2. Go to **Parental Controls**
3. Scroll down to **Screen time** and select **Manage**
4. Select **Top games**

Learn more in the [Managing Screen Time](#) help article.

[Need more help? Contact support here.](#)

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Parental Controls FAQ

What are Parental Controls on Roblox?

Use Parental Controls on Roblox to choose how your child engages and interacts with others across Roblox. You can make informed decisions about what is right for your family and manage your child's account features such as screen time, content maturity, spend limits, and privacy settings.

How do I manage parental controls for my child's account?

You will need to set up a Roblox account with parent privileges, then link it to your child's account. After linking your accounts, you can view and update parental controls for your child on Roblox.com and the Roblox mobile app (iOS and Android). You also get access to insights about your child's Roblox usage, such

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Who can create an account with parent privileges?

In most regions, parents of children under 18 can add parent privileges to their Roblox account. To enable parent privileges, you must be age checked 18 years of age or older.

What if I already have a Roblox account?

If you already have a Roblox account, you can link it to your child's account and add parent privileges.

Learn more in the [Parents: How to Link Your Child's Account help article](#).

Why do I need a different Roblox account from my child's account?

Having your own account linked to your child's account allows you to manage your child's experience from your own device without the need to log into your child's account every time you want to make a change or view insights.

How do I unlink from a child account?

To unlink from a child account, go to **Settings > Parental Controls**, and select the child you want to unlink from. Select the **pencil icon** in the top right corner, and then select **Unlink accounts**. Note that if you unlink your account from your child's, you will no longer be able to provide permission for actions on Roblox, control their privacy settings, and set screen time or spending limits.

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- [Spend notifications](#) - Learn how to receive email notifications on monthly spending
- [Game chat](#) - Learn how to set limits on who can chat with your child on Roblox.

Can I allow or block my child from playing specific games?

You can control your child's access to certain games, regardless of their content maturity labels, using the [Allowed or blocked games](#) feature in Parental Controls. You can also view your child's [top games played](#) and block games directly.

Why am I being asked for parental consent?

If you receive an email to provide parental consent for your child on Roblox, this is because your child needs your permission to take certain actions on Roblox. You will need a Roblox account with parent privileges to provide consent for your child.

Can I share my account with parent privileges?

We understand partners, friends and siblings may want to share their Roblox accounts. Roblox does not encourage account sharing. Anyone with access to your account can make changes to sensitive information on the account, including changes to your linked child accounts. Roblox accounts are free to make, and multiple parents can link to the same child's account from their own different accounts.

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Content Moderation on Roblox

Policies & Procedures Governing Content Moderation

Safety on Roblox is at the core of everything we do. This starts with our robust set of [Community Standards](#) that outline how we expect our users to behave and to be clear up front about what is and isn't allowed on Roblox. We use these Standards to moderate content and respond to abuse reports from users. If any users are found to be violating these Standards, we may take a range of actions, as described further below.

General Processes & Systems

Monitoring and Review Processes

We have a stringent safety and monitoring system integrated into Roblox to promote civility and ensure the safety of our users. These systems are designed to enforce our policies, protect users' personal information, and abide by local laws. We leverage moderators and automated systems to proactively identify behaviors that may violate our policies.

Content such as images, meshes, audio files, and video files that creators upload to Roblox to include in their experiences automatically goes through a multi-step review process before appearing on the platform. Images are evaluated for Child Sexual Abuse Material (CSAM) and other inappropriate content, while audio files are scanned for IP infringement. If an image is identified as CSAM, it is automatically reported to the National Center for Missing and Exploited Children. Finally, content that has not been flagged for removal is subject to human review, for example, if the content is reported to us as violating our policies. Roblox also has systems in place to prevent the re-upload of content previously removed. This includes technology that reviews for content that is the same or similar to what we've already taken down.

When experiences are published or updated on Roblox, they are evaluated by a suite of tools that identify problematic language, potential bypasses to our filters, and content that falls outside our policies. A human

review team is continuously operating to evaluate flagged experiences. Roblox moderation processes include a suite of anti-intruder technology leveraging machine learning, throttles, and circuit breakers to block automated bot attacks and mitigate the impact of humans who attempt to spam users and disrupt the service. We also leverage automated penetration testing, a bug bounty program, code threat assessments, and vulnerability management tools to ensure the safety of our users and the platform. Our Safety team strives to take swift action and respond within minutes to address any content or behavior that violates our Terms of Use or Community Standards.

Reporting Processes

User Reports

On Roblox, users can easily [report](#) inappropriate content or behavior using our Report Abuse system located prominently throughout Roblox, including within experiences. We also encourage our users to report any activity they feel concerned about directly to Roblox. Roblox also provides users with a direct channel to our Customer Support team to report concerns or other issues.

EU users may also report content that they believe violates the law of EU member states using our EU illegal content reporting form. Content reported via this form is first assessed against our Community Standards - if the content is incompatible with our platform-level policies, it is actioned accordingly. Any reported items that do not violate our Community Standards are then escalated to legal experts for assessment against relevant local laws.

Trusted Flaggers

Roblox has a trusted flagger program, where close and trusted partners can report terrorist content to us. We've made a commitment to them that their reported content will be reviewed and, if necessary, actioned within a short timeframe. Additionally, EU Trusted Flaggers accredited in accordance with the Digital Services Act may submit notices of Illegal Content via our [EU Illegal Content reporting form](#). Such reports will be prioritized by our team of moderators.

Consequences

Whenever we make a decision to restrict access to content on the platform, we notify users of our decision and provide them with an opportunity to appeal. Depending on the severity and impact of a content-based Community Standard violation, we take action ranging from warnings, content removal, or Roblox account-level restrictions. In circumstances that present an imminent risk of harm, users may be reported to the relevant authorities.

The duration of our decision and how we decide to take action based on content violations varies, we have processes in place that are strictly manual, automated, or a combination of both. In addition to considering the specific violation, we also take into account a user's historical behavior on the platform and whether

they have repeatedly violated our policies. Repeated violations of our policies may increase the severity of consequences (i.e., a warning, followed by a timeout, followed by a suspension, etc.).

Appealing a Content Moderation Decision

Users can contact Roblox to request a review of moderation decisions. Our team will give the moderation decision a second look and make necessary adjustments to an account's moderation status. We take all appeal requests seriously. When reviewing an appeal request, we holistically consider the severity of the violation, the user's reason for appealing, and the user's behavior on the platform. Please note, in some circumstances, appeals may not be readily applicable — for example, a time-lapsed consequence such as a 20-minute timeout where the suspension has already been lifted. In addition to our appeals process, all users may seek to resolve disputes in accordance with our [Terms of Use](#).

In accordance with the Digital Services Act, those who report illegal content on our platform via our EU illegal content reporting form also have the right to appeal Roblox's decision related to their report. EU users can also appeal a moderation decision for up to 6 months after our initial decision. For disputes related to content moderation, EU users can select a certified out-of-court dispute settlement body to resolve disputes relating to a content moderation decision we take. The EU Commission will maintain a list of accredited out-of-court dispute settlement bodies for this purpose.

Terminating Use of Roblox

Users can discontinue use of the service at any time by requesting an account deletion in-app or via our Support Form, using the Right to Be Forgotten request feature. For more information on how to initiate this process, please refer to our relevant [Support article](#).

[Need more help? Contact support here.](#)

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Understanding Age Checks on Roblox

Roblox is a diverse platform where millions of users of all ages come to create, play, and connect. To help create a safe and enjoyable environment for everyone, especially our younger users, Roblox employs various age checks across the platform.

What is an age check?

Age check is a process designed to evaluate a user’s age. This creates a more customized and safer experience on Roblox and access to age-appropriate games and features. Currently, all chat, Restricted Content, chat without filters with trusted friends, and collaboration using TeamCreate in Studio require age checks. Over time, more features will be added that utilize age checks.

Once you complete an age check, you will soon have access to games and features based on your age group.

We understand that it may take users some time to go through the age check process, so we’re providing a transition period in most regions for games access only. Access to features also depends on your account settings and region.

Age Group	Content Access	Features
Under 9	Roblox Kids	You can play games rated for your age. You’ll need your parent to allow chat with people in similar age groups or Trusted Friends via Settings > Privacy & content restrictions > Communication .

9 - 12	Roblox Select	You can play games rated for your age and chat with people in similar age groups or Trusted Friends (with parental permission).
13 - 15	Roblox Select	You can play games rated for your age, chat with people in similar age groups or Trusted Friends, and access more features.
16 - 17	Roblox	You can play all games except those rated 18+. You can also chat with people in similar age groups and Trusted Friends and access more features.
To successfully complete an age check, users can complete one of the following methods: 18+	Roblox	You have full access to Roblox games and features.

- Facial age estimation
- ID verification

Do I need to age check more than once?

If you've completed an age check and we detect a discrepancy with your estimated age, you may be prompted to complete an age check again.

ID verification is only available to users 13 and above.

Facial age estimation

We estimate your age by analyzing images and video of your face and examining your facial features. We delete your images and video after processing for facial age estimation. Your estimated age helps place you in the appropriate age group (5-8, 9-12, 13-15, 16-17, 18-20, and 21+) to customize your experience on Roblox. If you are placed in the 5-8 or 9-12 age group based on facial age estimation, certain personal data, including your email and phone number, will be removed from Roblox. Learn more in our Help Center article, [How does Roblox estimate my age?](#)

Note: In specific regions, parental approval is required to complete facial age estimation.

If you believe your age was incorrectly estimated, you can verify your birthday using an ID.

- If your account age is over 13, go to [Settings](#), then **Account info**, and select **Continue with ID**.
- If your account age is under 13, go to [Settings](#), then **Account info**, and click the **pencil icon** next to your birthday to change your birthday.

Changing your age

Alternatively, if you are under 18 and would like to change your birthday after facial age estimation, a linked parent can update the birthday on your account. Parents can only modify their child's birthday once.

If you made a mistake and your age is checked to an 18+ age group, you can undo your age checked status by following the steps listed in our Help Center article, [How do I change my age?](#).

If you self-report as over 13 but are estimated as under 13, a 48-hour grace period applies before your age group is officially updated. You can manually accept the age outcome to skip this wait. Learn more in our Help Center article, [How do I change my age?](#).

If we're unable to estimate your age via facial age estimation, you'll need to complete ID verification.

In certain regions, users may require parental consent to complete age estimation.

ID verification

You can verify your birthday on Roblox using a government-issued photo ID (like a driver's license, passport, or residency card). You must be at least 13 years old to use this option. Once your ID is verified, this status can only [be undone once per account](#). Please be sure to use your own official document during the verification process. Our customer support team cannot manually verify IDs, remove existing verifications, or update your account settings. Learn more in our Help Center article, [ID Verification FAQs](#).

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How Roblox Partners With Law Enforcement

Investigating Potential Threats to Safety

By Matt Kaufman, Chief Safety Officer Published Aug 7, 2025



- Every day, more than 100 million users of all ages have a safe and positive experience on Roblox.
- We continually innovate our extensive safety systems, which combine cutting-edge AI moderation with the expertise of thousands of trained professionals.
- When these systems detect early signs of possible illicit activity, violent threats, or other real-life harms, we investigate and, where warranted, take appropriate enforcement action, including reporting them to law enforcement.

Safety is foundational to everything we do at Roblox—our platform was built for all ages, including users younger than 13, from the beginning. Our approach includes a large-scale safety infrastructure and oversight from thousands of people worldwide dedicated to safety. Roblox is also a fundamentally different place from the rest of the Internet. We require [age-verification](https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication) (<https://about.roblox.com/newsroom/2025/07/advancing-safety-on-roblox-with-age-based-communication>) for unfiltered chat between users. All other chats, including public discussions, are aggressively filtered and designed to prevent the sharing of personally identifiable information—including phone numbers, usernames, and links to other online platforms.

As part of our proactive moderation systems, we leverage [advanced detection \(https://about.roblox.com/newsroom/2025/08/open-sourcing-roblox-sentinel-preemptive-risk-detection\)](https://about.roblox.com/newsroom/2025/08/open-sourcing-roblox-sentinel-preemptive-risk-detection) and rapid response protocols to report possible illicit activity, violent threats, or other real-life harms to law enforcement. We are focused on relentless innovation, and our work on safety is never done. This partnership with law enforcement—which we are proud to highlight as Roblox participates in the 37th annual [Crimes Against Children Conference \(https://cacconference.org/about/\)](https://cacconference.org/about/) (CACC) this week—is part of our thorough, multifaceted efforts to help keep users safe.

Our stringent safety measures may frustrate bad actors and push them to operate on other platforms. This is positive—we don't want them on Roblox—but we also know many of our users are active across multiple platforms and we want to contribute to their safety even when they are not on Roblox. That is one of many reasons we collaborate with law enforcement worldwide, while taking care to protect the privacy of our users. By helping to identify and disrupt bad actors, we seek to assist law enforcement in connecting the dots across platforms to further investigate and intervene where appropriate.

Working With Law Enforcement

Participating in law enforcement conferences such as CACC is just one of the ways we partner with law enforcement to help keep Roblox users safe. Through vigorous global outreach, we've developed deep and lasting relationships with law enforcement at the international, federal, state, and local levels. We share best practices and learnings, provide clear guidance about how law enforcement can contact us via [our law enforcement portal \(https://en.help.roblox.com/hc/en-us/articles/11219680442260-Help-Center-FAQs-for-Law-Enforcement\)](https://en.help.roblox.com/hc/en-us/articles/11219680442260-Help-Center-FAQs-for-Law-Enforcement), detail the types of records that might be available in response to valid legal requests, and actively seek law enforcement's input on safety matters. We also have dedicated internal teams that work around the clock to support law enforcement requests, investigate platform safety threats, and escalate serious threats to appropriate law enforcement.

We maintain direct communication channels with organizations, such as the FBI and the National Center for Missing and Exploited Children (NCMEC), for immediate escalation of serious threats that we identify. We proactively report potentially harmful content to NCMEC, which is the designated reporting entity for the public and electronic service providers regarding instances of suspected child sexual exploitation. In 2024, we submitted [24,522 reports \(https://www.missingkids.org/content/dam/missingkids/pdfs/cybertip-linedata2024/2024-reports-by-esp.pdf\)](https://www.missingkids.org/content/dam/missingkids/pdfs/cybertip-linedata2024/2024-reports-by-esp.pdf) to NCMEC (0.12% of the 20.3 million total reports submitted to NCMEC).

Moreover, in collaboration with NCMEC and law enforcement, we've taken specific steps to improve the actionability of our NCMEC reports, such as including key information regarding aggravating factors or imminency concerns. These actions facilitate the ability of NCMEC and law enforcement to more readily triage and investigate our reports. Additionally, we proactively escalate potential safety threats (such as terrorism, violent extremism, or individualized threats of violence) through an integration with the FBI, which is designed to handle reports from platforms like ours. In all such instances, our dedicated internal teams are standing by 24/7 to further assist law enforcement with any resulting investigations.

Broader Collaboration

This challenge is not unique to Roblox. We are in constant communication with other platforms, nongovernment organizations, and academic/industry consortia working to find solutions to thwart bad actors. We've been an active member of the [Tech Coalition \(https://technologycoalition.org/\)](https://technologycoalition.org/), a community of tech companies working together to protect children online, since 2018. We joined [Lantern \(https://www.technologycoalition.org/newsroom/announcing-lantern\)](https://www.technologycoalition.org/newsroom/announcing-lantern) as a founding member in 2023. This first-of-its-kind cross-platform signal-sharing program enables participating companies to share information and take action on bad actors who move from platform to platform. We also [joined the Robust Open Online Safety Tools \(https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach\)](https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach) (ROOST) initiative as a founding partner to share new safety technology that can help advance the industry as a whole, beginning with our [voice-safety classifier \(https://github.com/Roblox/voice-safety-classifier\)](https://github.com/Roblox/voice-safety-classifier).

In addition to these organizations, we collaborate with policymakers (<https://about.roblox.com/newsroom/2025/05/roblox-supports-take-it-down-act>) on key child safety initiatives, legislation, and other efforts. We were the first and one of the only companies to support the California Age-Appropriate Design Code Act to protect young users' information. And we signed a letter of support for California Senate Bill 933 (<https://about.roblox.com/newsroom/2024/04/roblox-supports-sb933>) (SB 933), which updates state laws to expressly prohibit AI-generated child sexual abuse material.

Vigilante Groups

Law enforcement professionals are best positioned to investigate potential crimes. Therefore, we want to be sure any violations on Roblox are reported and acted upon through the proper channels.

Unfortunately, there are cases of vigilante groups or individuals violating our policies to entrap users or otherwise self-police the platform. While these groups may appear to have the public's interest at heart, they are in fact acting in ways that could be harmful to others, both on and off our platform. For example, their efforts may leave bad actors on the platform longer simply to create more sensationalized social media content.

Actions taken by vigilante groups increase the risk of more users being exposed to bad actors and can delay enforcement efforts by both Roblox and law enforcement. Any account, including those of vigilante groups or individuals, caught violating our policies will face consequences up to and including removal and banning, where warranted. We enforce our policies in accordance with our Community Standards (<https://en.help.roblox.com/hc/en-us/articles/203313410-Roblox-Community-Standards>) and overall Terms of Use (<https://en.help.roblox.com/hc/en-us/articles/115004647846-Roblox-Terms-of-Use>).

Instead of taking matters into their own hands, we encourage the community to report any inappropriate behavior directly to Roblox or law enforcement using the easy-to-report methods outlined below.

Appropriate Reporting Methods

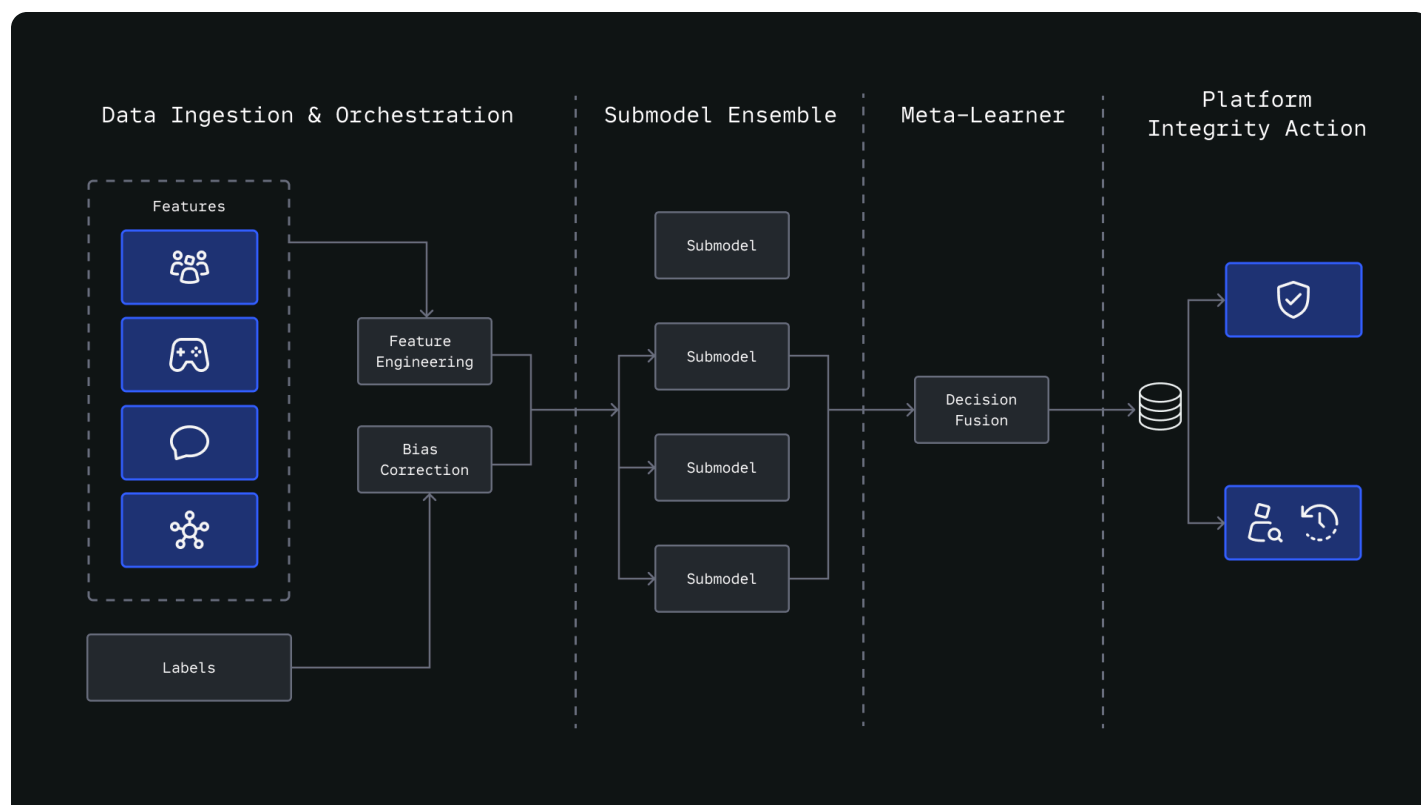
We encourage any user who believes a crime has been committed to contact their local law enforcement directly. As described above, we regularly work closely with law enforcement, and when law enforcement contacts us, we coordinate with them to the fullest extent possible. Users can also report potential child sexual exploitation directly to NCMEC's CyberTipline (<https://report.cybertip.org/>).

In addition to our work with law enforcement, we've established a Trusted Flagger program (<https://en.help.roblox.com/hc/en-us/articles/21416271342868-Content-Moderation-on-Roblox#:~:text=relevant%20local%20laws-,Trusted%20Flaggers,-Roblox%20has%20a>), where close and trusted partners can report potential serious criminal activity (such as terrorism, violent extremism, or child exploitation) to us. We promptly review these reports and, as necessary, take action accordingly. We are always looking to expand this program and welcome outreach from interested entities.

On the platform, we provide a robust abuse-reporting tool that enables any of our over 100 million daily active users to report inappropriate behavior on Roblox for review and potential investigation. We continually improve this interface to make it easier for users to capture all the necessary information, enabling our safety teams to assess potential violations more swiftly and accurately.

We know this crucial work is never finished. We will continue to push on all fronts to improve online safety, including working with policymakers on laws that protect children and teens, collaborating with public authorities and across industry to share feedback, supporting law enforcement investigations, and elevating our own safety systems to help keep users safe on Roblox.

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NEWS

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Roblox's Family Zone Helps Parents and Children Explore Together

Please be aware that Text and/or Voice Chat may be disabled in your country. Video Chat is not available in any location.

Parental controls

Parental controls allow you to view and manage your child's experience on Roblox. These controls are available for parents of children in **Roblox Kids** and **Roblox Select** accounts.



How to set-up your parental account

Create account

Step 1:

Help your child navigate to the **Parental controls** tab in their Roblox account **Settings**.

Step 2:

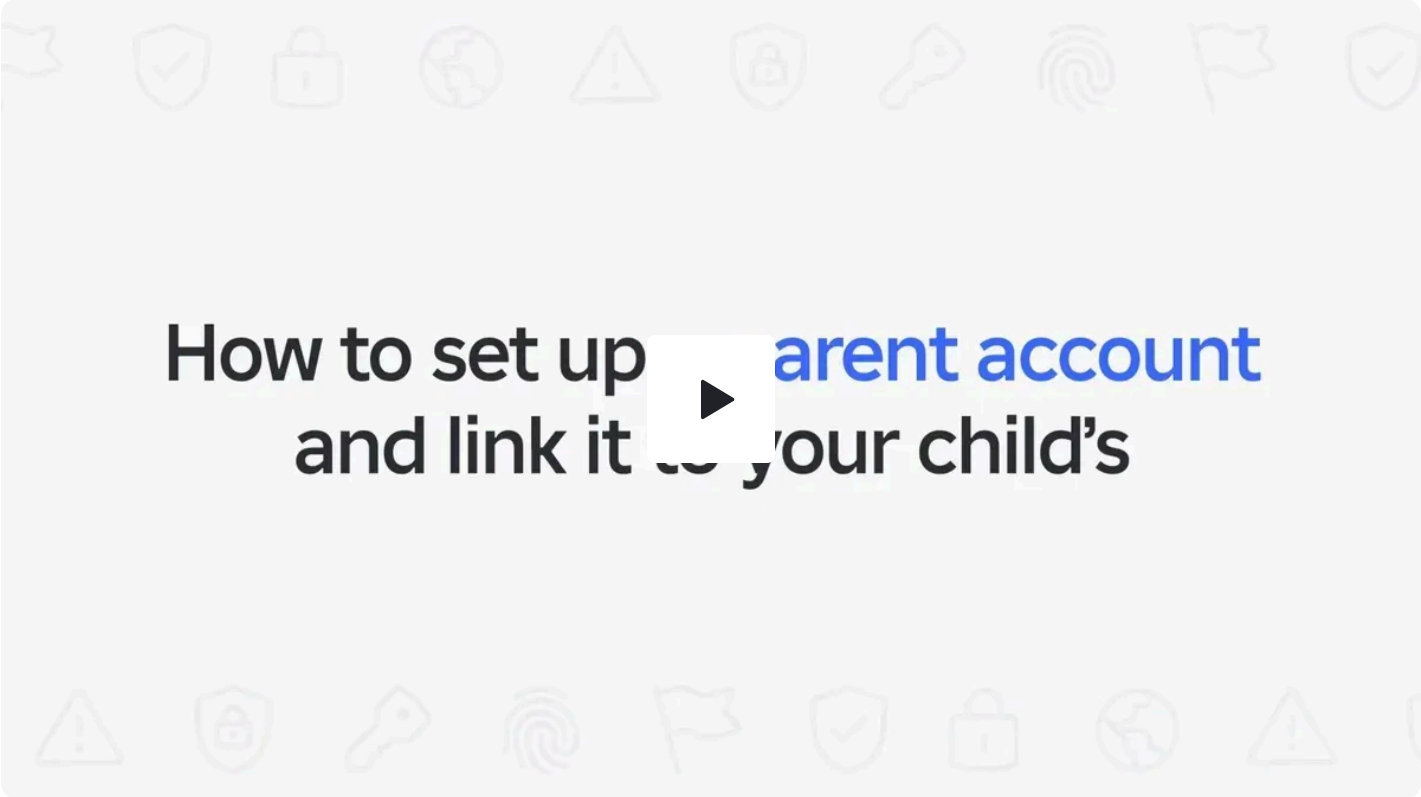
Click **Add parent**. Type in your email address where prompted. This will trigger an email with instructions for creating and linking your account.

Step 3:

Follow the instructions in the email that was sent to your inbox. If you're new to Roblox, **create an account**. Be sure to have a government-issued ID ready to verify your identity.

Step 4:

Once your account is created, you'll see a prompt asking if you want to link your account to your child's. Click **Agree**. This will give you access to parental controls for their account.



How to set up parent account
and link it to your child's

How to set up your parental account (via email)

Once you've created an account, make sure you have the email associated with that account open.

First, you'll need your child to send you an account linking request

1. Have your child log into their account
2. Go to **settings** and navigate to **Parental Controls**
3. Click the **Add parent** button
4. Have them enter the email address associated with your account

Now you're ready to link your accounts!

1. Open the email you received from your child's Roblox account
2. Select **use existing account** to log in
3. Follow the onscreen steps to verify your age using a government-issued ID or credit card. Learn more about Age ID verification.

After verifying your age, the page will automatically refresh. Select **Agree** to link to your child's account, and you'll be able to approve certain actions for your child.

How to set up your parental account (via settings)

You can also link your Roblox account on your child's Roblox account [settings \(https://www.roblox.com/my/account#!/info\)](https://www.roblox.com/my/account#!/info).

1. Go to **Settings**
 1. On desktop: Select the **gear icon** located at the top right
 2. On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon)
2. Go to **Parental Controls**, and select **Add parent**
3. Follow the onscreen steps to verify your age using a government-issued ID or credit card. After verifying your age, the page will automatically refresh.
4. Select **Agree** to link to your child's account. Learn more about [ID verification \(https://en.help.roblox.com/hc/en-us/articles/4407282410644\)](https://en.help.roblox.com/hc/en-us/articles/4407282410644).

Unlinking from your child's account

To unlink a child's account from your account, go to **Settings > Parental Controls**, and select the child you want to unlink from. Select the **pencil icon** in the top right corner, and then select **Unlink** accounts. Note that if you unlink your account from your child's, you will no longer be able to provide permission for actions on Roblox, control their privacy settings, and set screen time or spending limits.

What can parents manage on Roblox?

In most regions, parents can manage all settings through the age of 12. Certain controls (i.e., game management and Direct Chat) can be managed through the age of 15.

Content

Choose the content maturity level for your child's account.

Chat & connections

Manage how your child communicates on our platform and review who they're connecting with.

Screen time

Monitor and manage how much time your child spends on our platform.

Spending

Set monthly spending limits and enable notifications to monitor your child's spending.

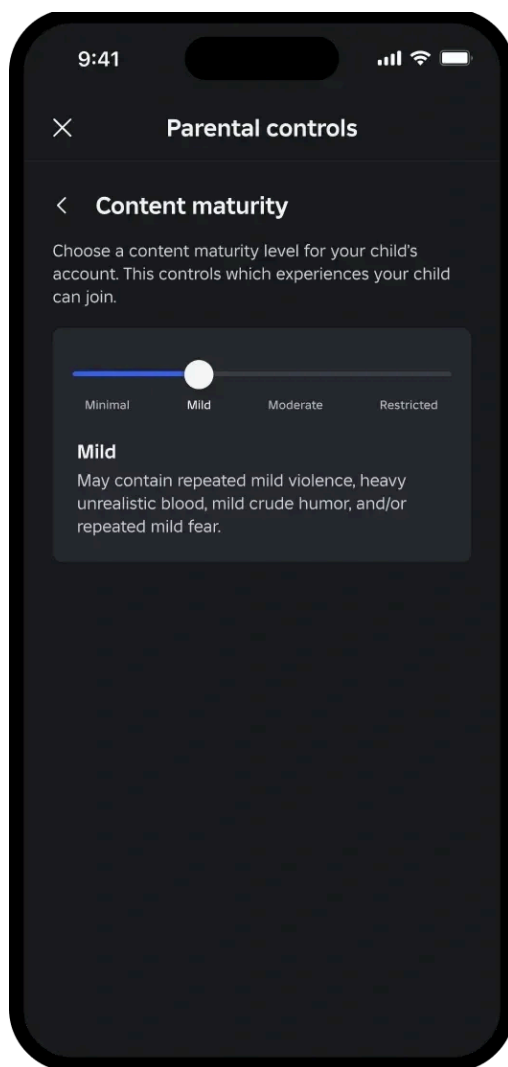
More for parents

We know how complex the online world can be, especially for parents of younger children. On top of our Roblox Kids and Select accounts, we've created online resources, in partnership with safety experts, to help you navigate digital safety with your children.

How to set up parental controls

Access the following controls by navigating to **Settings > Parental Controls** in your account. See below for detailed instructions.

Manage game maturity ratings



You can use the content maturity settings to adjust our default maturity restrictions in Roblox Kids and for users under 13 in Roblox Select accounts. This allows you to customize your child's experience based on their personal sensitivity levels.

- Go to **Settings**
- Go to **Parental controls** and select your child's account
- Go to **Settings you manage**
- Scroll down to Settings you manage and select **Content restrictions**
- Select **Content maturity**
- Adjust the slider bar to the right or left to select the content maturity level that you are comfortable with. A brief description of the type of content will appear below the selected setting. Note that Restricted experiences are only available to 18+ verified users.

Block a game

You can block a game from your child's Roblox Kids or Roblox Select account to prevent them from playing it, regardless of its content maturity rating.

Block an experience to prevent your child from accessing it, regardless of its content maturity level. Blocked experiences will still appear in search results. To block an experience:

1. Go to Settings
 - On desktop: Select the gear icon located at the top right
 - On mobile: Select More located at the bottom right, and select Settings (gear icon)
2. Go to Parental controls and select your child's account
3. Scroll down to Settings you manage and select Content restrictions
4. Select Blocked games
5. Select the + icon. In the search bar, type the experience name you want to block.
6. Select Block and confirm.
7. To unblock an experience, click Unblock and confirm.

Note: If you block a game while your child is playing, the block will only take effect the next time they enter the game.

Allow a game

To allow a game your child has requested

1. Navigate to your **Settings** and click the **Parental controls** tab
 2. Choose the linked child's account that you'd like manage
 3. View **pending requests** in that child's dashboard
 4. Click **Allow** or Don't Allow
-

Remove content with sensitive issues

The sensitive issues content label is applied to experiences that are primarily themed on current sensitive social, political, or religious issues. This descriptor is not intended to take a stance on any of these issues. By default, users under 13 cannot access experiences that are primarily themed on sensitive issues. To enable access for your child:

1. Go to **Settings**.

- On desktop: Select the **gear icon** located at the top right.
- On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).

2. Go to **Parental Controls** and select your child's account.

3. Go to **Settings you manage** and select **Content restrictions**.

4. Select **Sensitive issues**.

5. Toggle the **Allow sensitive issues** selector ON to allow your child to access experiences that are primarily themed on sensitive issues.

Note: You can toggle the selector OFF at any time to disable their access.

Manage chat settings on Roblox

Communication controls allow you to determine who your child can chat with on Roblox. To access chat features, every user **must complete an age check** (<https://about.roblox.com/age-estimation>).

This will unlock [default age group settings](https://about.roblox.com/safety-by-age) (<https://about.roblox.com/safety-by-age>). You can adjust these settings by following the instructions below. Parents can choose to turn chat off for users under 13.

Note: If you decide to allow your child under 9 to chat, they will only be able to communicate with users under 13 years old or [trusted friends](https://about.roblox.com/safety-faq#trusted-friends) (<https://about.roblox.com/safety-faq#trusted-friends>).

Experience Chat. Experience Chat is our in-game messaging feature that allows users to communicate while playing.

1. Go to **Settings**

1. On desktop: Select the gear icon located at the top right
2. On mobile: Select More located at the bottom right, and select Settings (gear icon)

2. Go to **Parental Controls**

3. Scroll down to Settings you manage and select **Communication**

4. Select **Experience chat** (in-game chat).

5. Choose if your child can use Experience chat with everyone in the game or no one by following these steps.

1. **Experience chat** - This is the setting for Roblox's real-time, in-game chat feature that is publicly visible for everyone in the game. It does not apply to chat features created independently by creators for their games. Choose to turn Experience Chat **on** or **off**.

6. **Direct chat** - This is the setting that determines who your child can chat with one-on-one in games (not publicly visible to everyone). This setting does not apply to chat features that were independently developed by creators. Choose to turn Direct Experience Chat **on** or **off**.

Chat with Friends. Roblox's Chat Tab allows users to start conversations with friends and [trusted friends](#) at any time. This way, users can decide what game they want to play together, jump in and play, and then talk about the game when they're done, all in the same place.

The Chat Tab is only available for users 9+. Parents can enable this Chat Tab for their children ages 9-15 who have a Roblox Select account. For users ages 9-12, it is only available with trusted friends. For users 13-15, parents can turn on the Chat tab with trusted friends and friends who are age-appropriate (see Roblox age groups [here](#)).

How to turn on Chat with Friends.

1. Return to **Communication** in your **Parental Controls**.
2. Select **Chat and party with friends**. If your child is age 9-12, you can choose allow them to start chats with trusted friends. If your child is age 13-15 you can choose between only trusted friends or all friends.

1. From **Chat and party with friends**, you can update the setting to all friends, trusted friends, or no one.

Voice Chat with friends. This setting is only available in some regions. It is only available with trusted friends for users under 18 years old.

Voice Chat with friends allows users to call friends anytime on the platform. This allows users to discuss games hands-free with friends and trusted friends.

Voice chat with friends is OFF for all users under 13. Parents can choose enable voice chat with trusted friends for users 9-12. Voice chat is ON for users ages 13-15 with trusted friends. Parents can choose to turn this off.

How to enable or disable Voice chat with friends:

1. Return to **Communication** in your **Parental Controls**.
2. Select **Chat and party with friends**
3. Scroll to the **Voice Chat with friends section**
4. Choose **Trusted friends** or **No one**

Review private servers

A private server is a Roblox experience with limits on who can join. To limit who can join your child's private servers, and whose servers they can join:

1. Go to **Settings**.
 - On desktop: Select the **gear icon** located at the top right.
 - On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).
2. Go to **Parental Controls**.
3. Go to **Settings you manage** and select **Visibility & private servers**.
4. Go to **Private servers**.

Choose between **Connections** or **No one**.

Set up spending limits

Set Up Monthly Spending Limits

You can set a monthly limit on how much money your child can spend on Roblox, including Robux or subscriptions to individual experiences. This limit does not impact gift card redemption. You can also choose to enable or disable notifications about your child's spending.

To set spending controls:

1. Go to **Settings**.

1. On desktop: Select the gear icon located at the top right.
2. On mobile: Select More located at the bottom right, and select Settings (gear icon).

2. Go to **Parental Controls**.

3. Go to Settings You Manage and select **Spending restrictions**.

4. Set a Monthly spending limit. Regardless of whether the allowed monthly limit is reached, it will reset at the end of the calendar month and not roll over.

5. You can also determine if you want to receive spending notifications. You can choose if you want to be notified for all transactions, high spend alerts, or none. High spend notifications are on by default for all linked parents. This means that you should receive purchase notifications after \$100, \$250, and \$500 of spend in a given month (or the equivalent in local currency). After reaching \$500, you should receive purchase notifications for every ten transactions.

Learn more in the Monthly Spending Limits help article.

Inventory visibility

You can control who can see your child's inventory, which includes items purchased or traded with other users.

To set inventory visibility:

1. Go to **Settings**.

1. On desktop: Select the gear icon located at the top right.
2. On mobile: Select More located at the bottom right, and select Settings (gear icon).

2. Go to **Parental Controls**.

3. Go to Settings You Manage.

4. Go to **Trading & inventory**.

5. Select between Everyone, Connections, or No one.

Trading (Premium & Plus (<https://www.roblox.com/plus>) only)

Users with a Roblox Plus (<https://en.help.roblox.com/hc/en-us/articles/47967913158164-Roblox-Plus>) or Premium subscription can trade Limited items with other members.

To disable trading and set limits on who your child can trade with:

1. Go to Settings.

1. On desktop: Select the gear icon located at the top right.
2. On mobile: Select More located at the bottom right, and select Settings (gear icon).

2. Go to Parental Controls.
3. Go to Settings you manage.
4. Go to Trading & inventory.
5. Select between Friends or No one.

Send and Get Robux

[Roblox Plus subscribers \(https://www.roblox.com/plus\)](https://www.roblox.com/plus) can transfer Robux to others. To help keep transfers secure, parent or caregiver approval is required every time younger users send or receive Robux. Users must be age-checked and 18+ before they can send or receive without parental approval. Transfers are also subject to:

- A daily limit of 500 Robux max
- A monthly limit of 1000 Robux max
- Fraud checks - transfers will only proceed if all eligibility, safety, and limit requirements are met. These safety requirements may continue to evolve over time, including to reflect regional requirements.

Review friends list

You can view, block, and report your child's Roblox Connections from within parental controls.

To manage your child's Connections list:

1. Go to **Settings**.
 - On desktop: Select the **gear icon** located at the top right.
 - On mobile: Select **More** located at the bottom right, and select **Settings** (gear icon).
2. Go to **Parental Controls**.
3. Scroll down to **Connections** and select **Manage**.
4. Your child's Connections will be displayed as usernames alongside their avatar. You can click on an avatar to see the user's profile.
5. You can block and report a Connection by selecting the three dot menu next to the username. Select **Block** and confirm to remove the user from your child's connections.

Blocked users will not be able to chat directly with your child or add them as a Connection again without your permission. Select **Report** to file a complaint against the user.

Manage screen time

Screen time limits allow you to restrict the amount of time that your child is permitted to spend on Roblox each day. This is available for all users in Roblox Kids accounts and users ages 9-12 in Roblox Select accounts. For 13+ Roblox Select and Roblox users we suggest parents have conversations about the effects of too much screentime and setting limits for themselves.

Once they reach their limit, your child will see a message explaining that they have hit their limit, and they will no longer be able to use Roblox for the rest of the day.

Unlink your account from your child's

To unlink a child's account from your account, go to **Settings > Parental Controls**, and select the child you want to unlink from. Select the pencil icon in the top right corner, and then select Unlink accounts. Note that if you unlink your account from your child's, you will no longer be able to provide permission for actions on Roblox, control their privacy settings, and set screen time or spending limits.

Approving a trusted friend for your under 13 child

If your child is under 13 years old, trusted friends can only be added with your permission.

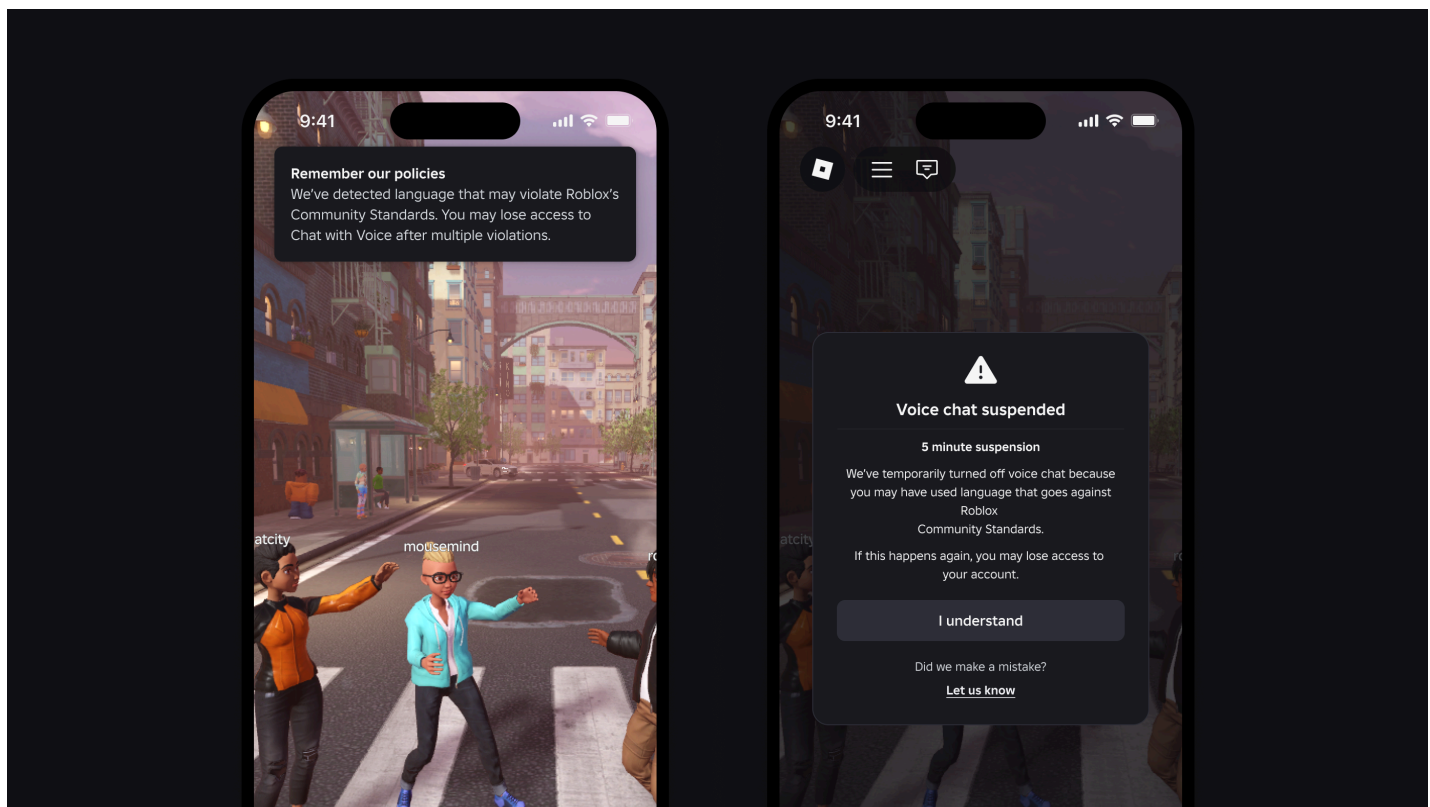
You will receive a request from us via email or as a pending request in your Parental Controls.

You have 24 hours to select 'Approve' from either. If you miss the 24 hour window, your child can resend the request.

Roblox Brings Open-Source Safety Models to ROOST Model Community

Open-Sources a New Benchmark and Updated PII Classifier, Voice Safety Classifier, and Roblox Sentinel

By Naren Koneru, Vice President of Trust and Safety Engineering Published Aug 19, 2026



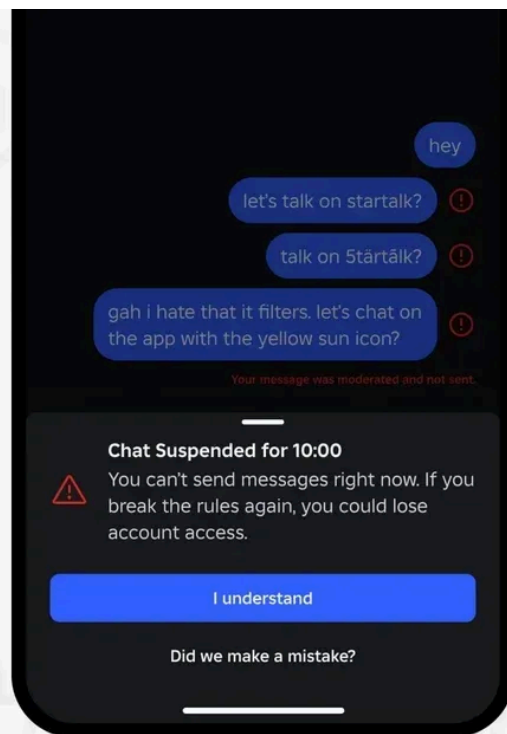
Roblox is contributing three open-source safety models to the Robust Open Online Safety Tools (ROOST) Model Community. These include updates to our open-source [PII Classifier](https://huggingface.co/Roblox/roblox-pii-classifier-v2) (<https://huggingface.co/Roblox/roblox-pii-classifier-v2>), [Roblox Sentinel](https://github.com/Roblox/Sentinel) (<https://github.com/Roblox/Sentinel>), and our latest [voice safety classifier](https://huggingface.co/Roblox/voice-safety-classifier-v3) (<https://huggingface.co/Roblox/voice-safety-classifier-v3>). We're also open-sourcing a new evaluation dataset that other companies can use to benchmark their own classifiers. Versions of these models already run on Roblox, detecting attempts to solicit or share personal information, flagging early signs of child endangerment, and moderating voice chat in real time.

We joined ROOST as a [founding member](https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach) (<https://about.roblox.com/newsroom/2025/02/becoming-a-founding-partner-of-open-source-initiative-key-to-online-safety-approach>) in early 2025, alongside Google, OpenAI, and others. Sharing these models gives other

platforms a robust starting point to train and tune their own moderation tools. In turn, we hope to benefit from the learnings and feedback of other companies as they share their work.

Keeping Personal Information Personal

The system adapts to new bypass methods, like manipulating characters or using clever references



The [Roblox PII Classifier](https://about.roblox.com/newsroom/2025/11/open-sourcing-roblox-pii-classifier-ai-pii-detection-chat) (<https://about.roblox.com/newsroom/2025/11/open-sourcing-roblox-pii-classifier-ai-pii-detection-chat>) is trained to detect players' attempts to share or request personally identifiable information (PII) or move players to other platforms, where protections may not be as robust. That includes efforts to bypass detection through misspellings, coded words, or obscure references to other platforms. Rather than searching for exact word matches, it's built to understand conversational context, helping it catch cryptic requests that standard filters might miss.

[Version 2.0](https://huggingface.co/Roblox/roblox-pii-classifier-v2) (<https://huggingface.co/Roblox/roblox-pii-classifier-v2>) brings several major updates: Training and evaluation data now incorporate surrounding conversational context, rather than isolated messages that could seem ambiguous. Evaluating messages in the context of broader conversation helps detect intent to share or solicit PII. Training on an LLM-generated set of synthetic examples of more complex bypass scenarios and rare multilingual cases helped us scale the languages we support from 17 to 189. We've also paired LLMs with context-fetching to pull relevant samples from a curated set of labeled data. Today, version 2.0's precision and recall improves upon traditional moderation techniques—particularly on more sophisticated bypass attempts. For example, if someone is asked about a server on another platform, they might obscure their answer:

User: "it's dscrd (dot) gg (slash) rblox-vibe-99,"

User: "now replace (dot) with . and (slash) with /."

Version 2.0 can understand the context of those messages together and prevent the sharing of PII that could move a player off of Roblox. Thanks to automated red-teaming and targeted synthetic data generation, the model is even better at distinguishing

nuanced PII sharing from casual conversation while preserving a natural user experience. This work raised our F1 score from 63.41 to 90.52—a significant improvement over version 1.0 that achieves top scores across internal and open-source benchmarks.

Sharing an Evaluation Data Set

Roblox PII Classifier Benchmark (<https://huggingface.co/datasets/Roblox/roblox-pii-safety-for-chat-benchmark>) is a new evaluation data set for PII classifiers with synthetic samples of English-language multiuser chats modeled on techniques often used to evade PII filters. The samples are LLM-generated simulations of players asking for or sharing PII, or directing players off platform. Strategies included phonetic bypasses, character and visual substitution, coded language, and information split across conversational turns. We also trained on hard negatives, such as chats that are benign but look similar to conversations that include PII sharing or solicitation.

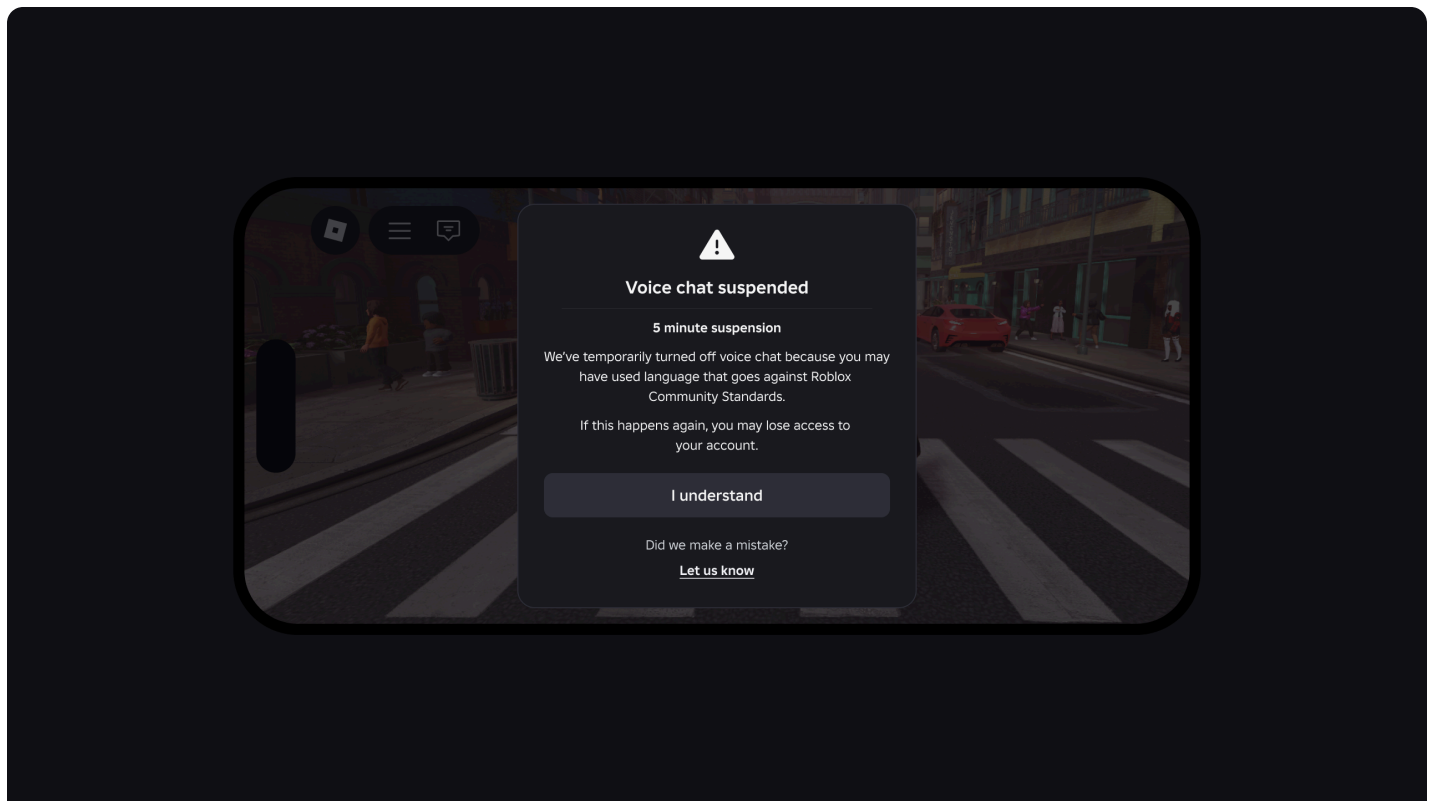
This data set reflects realistic multiuser online chat, as opposed to existing data sets that often focus on named-entity extraction—a small subset of what platforms see. In practice, attempts to solicit PII often appear well before any detectable PII string—for example, a player asking another, “wuts ur @ on the app with the ghost?” We’re sharing this benchmark so the community can test and improve upon Roblox’s PII Classifier, helping us all move toward even stronger online protections.

Detecting Risk as Early as Possible

Roblox Sentinel (<https://about.roblox.com/newsroom/2025/08/open-sourcing-roblox-sentinel-preemptive-risk-detection>) is designed to detect early signals of potential child endangerment, well before messages become explicit enough for other systems to detect. Built on contrastive learning, Sentinel is trained on patterns of both benign and eventually harmful conversations. It compares new conversations with those patterns to flag subtle warning signs for review before they can escalate. Sentinel lets human reviewers prioritize the chats most likely to require attention, so they can quickly take action on bad users’ accounts and report problematic users to the appropriate authorities. As of the 12 months ended August 7, 2026, nearly 70% of the cases we detected were due to Sentinel's early detection, often catching these cases much sooner than other detection methods.

Today, we’re releasing version 2 (https://github.com/Roblox/Sentinel/blob/main/V2_FEATURES.md), which increases accuracy by offering more ways to combine scores, expanding from two combining functions to six, each suited to a different type of data. Incorporating feedback from the ROOST community, version 2 also adds new ways to evaluate which function best fits a given use case, including explanations of why a source scored the way it did. And by eliminating the need to recompute evaluation data for each setting, version 2 makes searching across those choices practical. In one example, version 2 was able to complete a sweep across 324 configurations in less than three minutes—that sweep would previously have taken nearly an hour. It also raised ROC-AUC (a standard measure of ranking quality) from 0.894 with the default settings to 0.996 with the best configuration identified. These optimizations should make this new open-source tool easier to test and tune for specific use cases.

Moderating Voice Safety in Real Time



Notification that appears after a player has broken the rules more than once, letting them know that voice chat is temporarily suspended and giving them an opportunity to appeal.

Our [voice safety classifier](https://about.roblox.com/newsroom/2024/07/deploying-ml-for-voice-safety) (<https://about.roblox.com/newsroom/2024/07/deploying-ml-for-voice-safety>) is built to detect and flag inappropriate speech in real time. When a player breaks one of our rules, they see a notification giving them a warning and sharing information on which policy they violated. If they continue to break the rules, chat access will be temporarily suspended for up to five minutes. Players may be subject to harsher consequences for larger violations or if other players file reports against them. Our classifier has been downloaded more than 72,000 times since we open-sourced it in 2024.

Recently released, [version 3](https://about.roblox.com/newsroom/2026/06/upgrading-voice-safety-classifier-22-languages-sharper-detection-capabilities) (<https://about.roblox.com/newsroom/2026/06/upgrading-voice-safety-classifier-22-languages-sharper-detection-capabilities>) moderates voice chat across a total of 30 languages and eight violation categories with even higher recall and precision. Across all 30 languages, it achieves 61% recall at a strict 1% false-positive rate. It also adds built-in language detection. These gains were driven by more labeled training data across all 30 supported languages—machine labeling for volume, then human labeling for quality. Even though the underlying model increased from 94.6 million to 320 million parameters, we used model distillation to keep it fast enough for real-time detection.

Safety is a shared responsibility—no company can solve it alone. Our intent in contributing to ROOST is to help other companies improve their own safety classifiers. We will continue sharing and learning from the ROOST community as we advance automated detection together.

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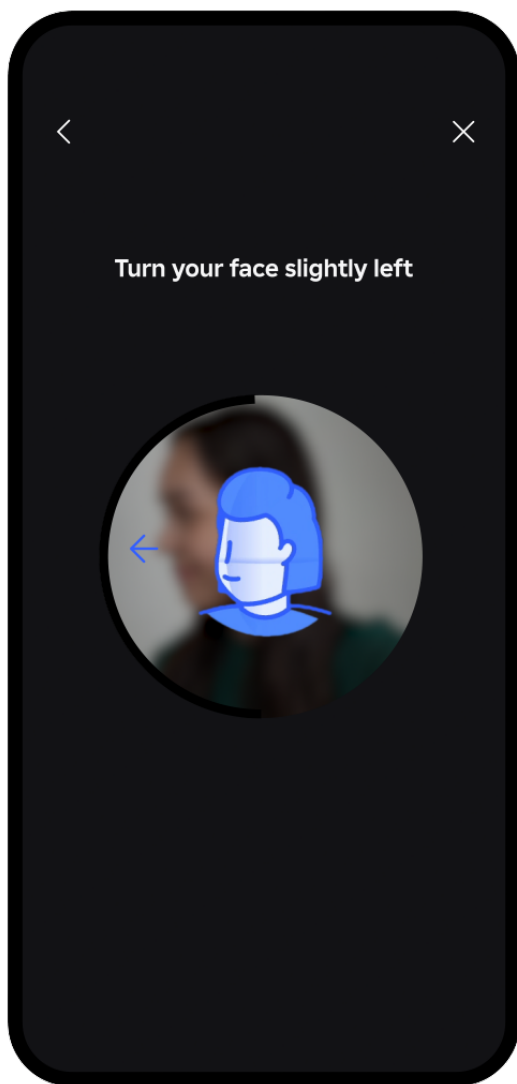
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Jul 15, 2026

How In-Game Reporting Works on Roblox



Facial Age Estimation on Roblox



Upholding Safety and Privacy to Enhance the Entire Online Ecosystem

Continuing our commitment to safety, Roblox is proud to be the first major online platform to require users to undergo facial age estimation (FAE) to access communication features. By requiring all users to undergo FAE before communication is unlocked, Roblox is taking a major step in the fight against child exploitation, and helping ensure young users access age-appropriate communications. FAE is a reliable, privacy-preserving method for determining a user's age range and is consistent with our commitment to safety.

What is Facial Age Estimation, and How Does It Work?

Facial age estimation (FAE) is when Roblox estimates a user's age by analyzing a live-selfie of their face and examining their facial features. Roblox's age estimation process assigns age range labels, which determines feature access and connection eligibility. This helps ensure that users chat with other users of similar ages.

1. FAE will be triggered when a user wants to access a communications feature (i.e. chat).
2. Quick Selfie-Style Video: The user will take a short selfie-style video, similar to enabling face verification on your phone. Using a live-image is important to protect from users manipulating the system.
3. Machine Learning (ML) Model: A machine learning model estimates the user's age. This is currently managed by the third-party Persona.
4. Age Estimation: The user's estimated age is then assigned to the user's Roblox account and the data is then immediately deleted. Based upon the estimate, Roblox may adjust the user's account settings if an inaccurate age was provided before.

FAQs

How Will FAE Help Make Roblox Safer?

Roblox uses FAE to estimate a user's age before enabling communication features, to help ensure a safer environment for all users. This allows us to limit minor-to-adult contact and apply tiered chat filters that are most restrictive for our youngest users. Once communication is active, our safety systems - powered by 24/7 human review and AI - proactively monitor for Community Standard violations, maintaining a consistent layer of protection across the platform. Of course no system is perfect, so we also provide easy-to-use reporting features and provide parents with tools to monitor their kid's activity on Roblox.

How is Facial Age Estimation Privacy Friendly?

FAE provides balance between age assurance and privacy.

- FAE is optional. Users will be prompted for FAE when they attempt to initiate communications on our platform. They can also ID verify instead or not use the communication features at all. Users who do not go through FAE or ID verification will be limited to games on the platform without any communication.
- We use the third-party Persona, who will immediately delete the facial data after taking a picture.
- We do not use the FAE information for any secondary purposes – we only use FAE to determine approximate age. Roblox only stores the estimated age so that we can provide age-appropriate communications and content to our users.

Why don't we use this at sign-up rather than for just communications?

Rather than requiring every user to provide FAE/ID verification to experience Roblox, we have taken a risk-based approach to launch it for communication features. Playing or building games on Roblox without communications presents very low risks associated with online child exploitation. We build our own comprehensive safety systems, moderating all forms and types of content that are uploaded or sent through Roblox's ecosystem. We use advanced, cutting-edge ML models to power our content moderation across text, images, 3D objects, and any type of interaction happening on Roblox.

How accurate is this technology?

Our vendor Persona's technology has been extensively tested and certified by third-party laboratories and has achieved successful results for face matching, liveness, and age assurance. Persona's age estimation models achieved a Mean Absolute Error (MAE) of 1.4 years for minors under 18 based on testing by the Age Check Certification Scheme (ACCS) in the UK. See their website [here](#) for more details.

If the facial age estimation doesn't reflect a user's actual age, the user will have the option to verify with an ID. If a user is under 18, parents will continue to have access to their child's linked account and can modify their child's birthday through [Parental Controls](#) after the facial age estimation process is complete. If the user is estimated to be 18+, then either the user or the parent may appeal the estimation within 48 hours.



WANT MORE INFORMATION?

Visit <https://corp.roblox.com/age-estimation>

Roblox US Economic Impact Assessment 2025

Economic Reporting

Delivered by Nordicity

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Executive Summary

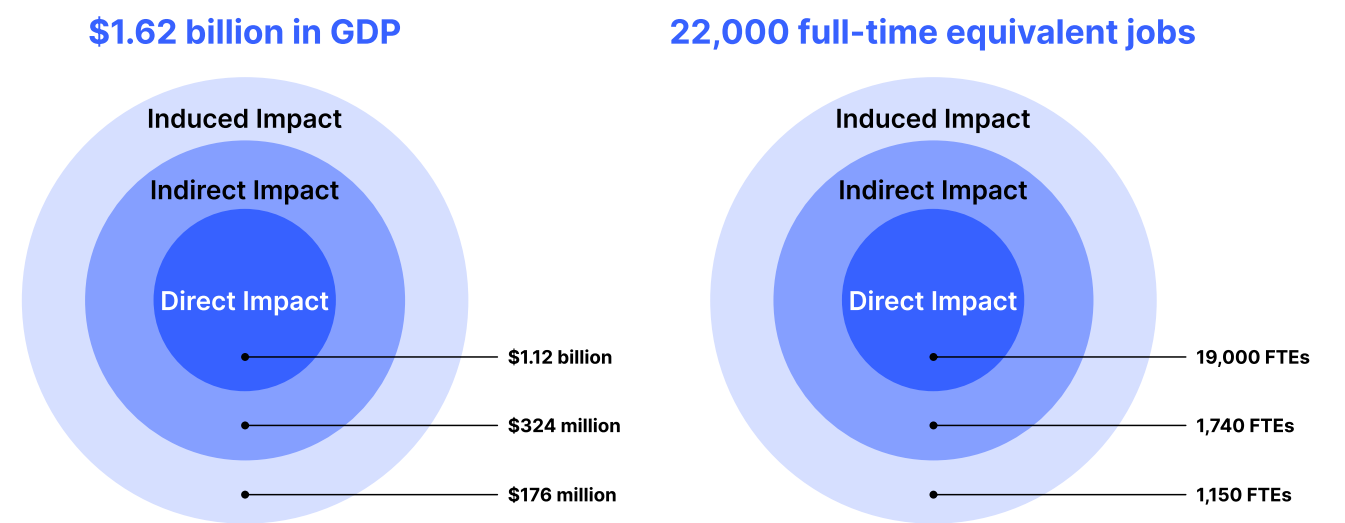
Roblox continues to be a powerful creator-driven platform, with an estimated 111.8 million daily active users worldwide as of July 2025, a 41% increase year-over-year.¹

Through access to free, open-source creation tools available in Roblox Studio, developers of all backgrounds can build immersive 3D experiences, avatars, and digital assets that reach global audiences. These user-generated creations can then be monetized on the platform, enabling developers to earn real-world income. This study examines the resulting economic impact across the United States and in specific key states.²

Nationwide, Roblox creators generated a total GDP impact of \$445 million in 2024, an increase of 29% from 2023. Roblox also contributed to the creation of 4,870 full-time equivalent jobs (FTEs) in 2024,³ an increase of 6% from 2023. Roblox does not employ creators but enables job creation through its Developer Exchange Program.

Over an eight-year period, from 2017 to 2024, Roblox generated an estimated total GDP impact of \$1.62 billion and supported the equivalent of 22,000 FTEs.

Figure 1: Overview of Roblox’s Economic Impact, 2017–2024



¹ Roblox Reports Second Quarter 2025 Financial Results. 2025. <https://ir.roblox.com/news/news-details/2025/Roblox-Reports-Second-Quarter-2025-Financial-Results/default.aspx>

² A previous economic impact report demonstrated that between 2017 and 2023, Roblox generated an estimated \$1.2 billion total gross domestic product (GDP), supported the equivalent of 17,840 full-time jobs, and contributed \$324 million in tax revenue to the United States (U.S.) economy. This report provides an updated account of Roblox’s economic impact in the United States as of 2024. See: Roblox Economic Impact and Social Benefit Study, Narrative Report. 2024. <https://cdn.buttercms.com/hwUjGr9MTU6XCBUrZkWi>

³ FTEs are calculated on a cumulative basis in person years based on direct, indirect, and induced impact, and the average wage in the relevant locale.

In addition to national impacts, this study also examined the degree to which Roblox generates economic impact outside of states with tech-focused economies.⁴ To that end, states without tech-focused economies experienced significant growth from 2023 to 2024. In 2024, the FTE and GDP impact of these states increased to almost 59% and 76% of the national totals (respectively) surpassing the impact of more established tech economies. In other words, Roblox supported a higher degree of employment in states without tech-focused economies in 2024 than in those with more of a tech focus.

This growth is at least partially driven by standout developer success stories in places that do not have well-established tech economies, and more broadly by the continued momentum of emerging tech economies across the country due to opportunities offered by platforms like Roblox. Overall, these trends highlight how Roblox is helping advance economic development outside of existing tech hubs, reinforcing its ability to support more equitable access to opportunity and regionally inclusive economic development.

⁴ For the purposes of this report, a tech-focused economy is where the proportion of total employment on tech jobs in a state is more than 10% higher than the national average.

1. Introduction and Approach

As a powerful creator-driven platform with an estimated 111.8 million daily active users worldwide as of July 2025,⁵ Roblox connects individuals from around the world, empowering them to explore the freedom of creation in designing their own experiences.

Through access to free, open-source creation tools available in Roblox Studio, developers of all backgrounds can create immersive 3D experiences, avatars, and digital assets. User-generated creations can then be monetized on the platform and made available to others around the world to play and purchase using the platform's digital currency, Robux. If a creator enters into the Roblox Developer Exchange program, their creation can earn a real-world payout in USD. With a significant number of experiences created, played, and monetized each day on the platform, Roblox creates substantial economic benefits. This study evaluates the economic impact generated across the United States, including specific state-level analyses.

This study provides an update to a previous report, which examined Roblox's impact in the United States between 2017 and 2023. Roblox once again engaged Nordicity to capture economic impacts in the United States inclusive of 2024. While the sections below outline the overall approach, more details about assumptions and methodology can be found in the Appendix.

1.1 Approach to Economic Impact

This study focuses on three principal economic outputs: gross domestic product (GDP), full-time equivalents (FTEs), and tax revenue. Subsequently, GDP and FTEs are (at times) expressed as being direct, indirect, and/or induced impacts. The list below provides the definition of each output:

- GDP: This term represents a monetary measure of the contribution that some economic activity (e.g., Roblox experience) makes to a jurisdiction's economy within a specific time period.
- Jobs vs. FTEs: Roblox does not employ developers. References to jobs and FTEs in this report are merely a method of expressing the economic impact of Roblox's Developer Exchange Program and do not refer to employment by Roblox Corporation. Typically, jobs created and retained are expressed as a number of positions, which is not stated on a cumulative basis. As such, this metric is not interchangeable with the economic impact metric full-time equivalent/FTE, which is stated on a cumulative basis. "Two FTEs" could describe a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four people working part-time at 20 hours per week for one year.
- Tax revenue: Expressed at both the state⁶ and federal levels, this figure captures the taxes generated by both the earning and spending of income generated by the creation of Roblox experiences.
- Direct impact: Jobs and economic activity generated directly related to the creation of Roblox experiences on the Roblox platform within the U.S. economy.
- Indirect impact: Jobs and economic activity generated by Roblox developers' purchases of supplies from other industries, such as computers and software.

⁵ Roblox Reports Second Quarter 2025 Financial Results. 2025. <https://ir.roblox.com/news/news-details/2025/Roblox-Reports-Second-Quarter-2025-Financial-Results/default.aspx>

⁶ State-level taxes used in the model during the reporting phase aligns with the Tax Foundation's most recent available burden rates from 2022. <https://taxfoundation.org/data/all/state/tax-burden-by-state-2022/>

- Induced impact: Employment and economic activity generated by direct and indirect workers' responding of labor income in the U.S. economy.

To estimate the economic impacts, Nordicity used a combination of Roblox payment data, the results of a survey distributed to Roblox creators (the Roblox U.S. Creator Survey), and data from the U.S. Census Bureau (e.g., to establish average salaries). This data was then fed into Nordicity's economic impact assessment tool (MyEIA™) to arrive at the estimates presented below.

It is important to note that the economic impacts estimated in this report pertain solely to the economic contributions from Roblox developers' real cash withdrawals. Ancillary income generated by developers from activities associated with but not directly on the Roblox platform—such as live-streaming Roblox experiences or sales of Roblox merchandise—is not included in this analysis. As such, the results can be viewed as conservative estimates of Roblox's economic impact.

1.2 Roblox U.S. Creator Survey

Nordicity and Roblox collaborated on the development of a short survey that was distributed to U.S.-based Roblox creators. The survey was launched in mid-April 2025 and was in the field for approximately eight weeks.

The survey collected information from 276 unique respondents in the United States and did not collect information from respondents under the age of 13. Survey respondents reported on their location, education level, business arrangements, revenues, and expenditures. This information was then cleaned (removing any duplicate data) and refined for use in the economic modeling process.

2. The Economic Impact of Roblox Creators' Activities

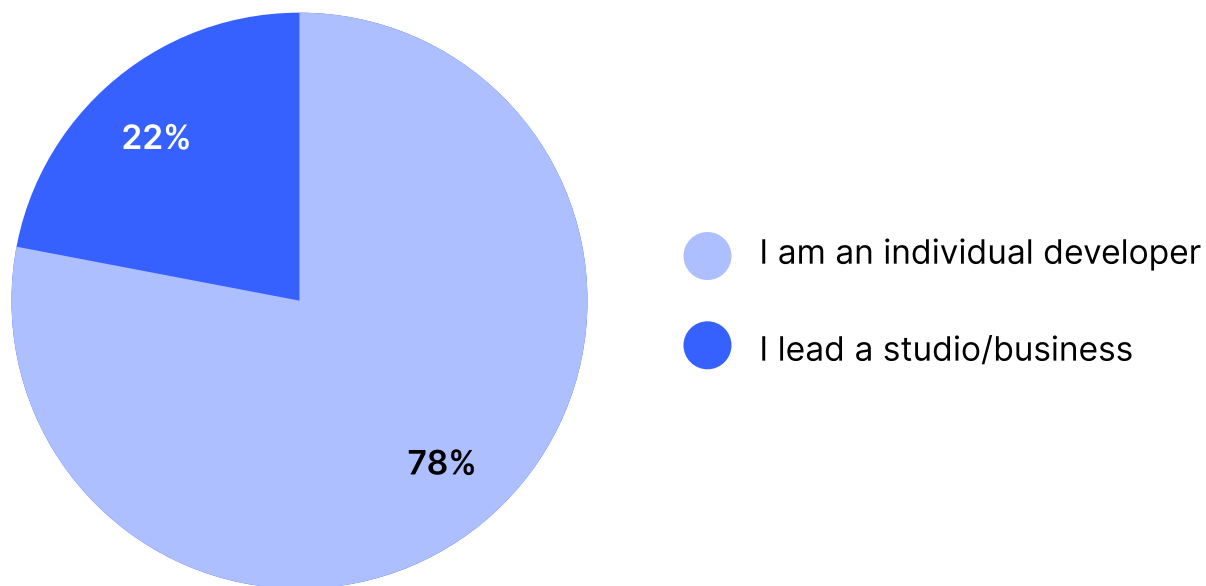
Digital interactive experiences on platforms like Roblox create economic impact in several ways. First, eligible creators, artists, designers, and other professionals creating Roblox experiences in the shared digital ecosystem can earn income from the experiences they create.

Roblox has a Developer Exchange Program (DevEx) and a payment system centered around its digital currency, Robux. Creators who create digital experiences on Roblox earn Robux through the sale of access to their games, in-game items, as well as other incentives provided by Roblox. Creators who meet Roblox's eligibility criteria can then convert their earned Robux into real money through DevEx. This conversion allows creators to monetize their creative efforts on the platform.

2.1 About Roblox Creators

The Roblox U.S. Creator Survey revealed that 78% of respondents were individual developers on the platform, as illustrated by Figure 2. In the previous survey, 80% of respondents reported being an individual developer, indicating a nominal shift toward more formal studio- or company-based development arrangements in 2024.

Figure 2: Development Arrangements of U.S. Roblox Creators



Survey question: Are you an individual developer, or do you have a studio/business where you hire and collaborate with other creators to create Roblox Experiences? (n=276)

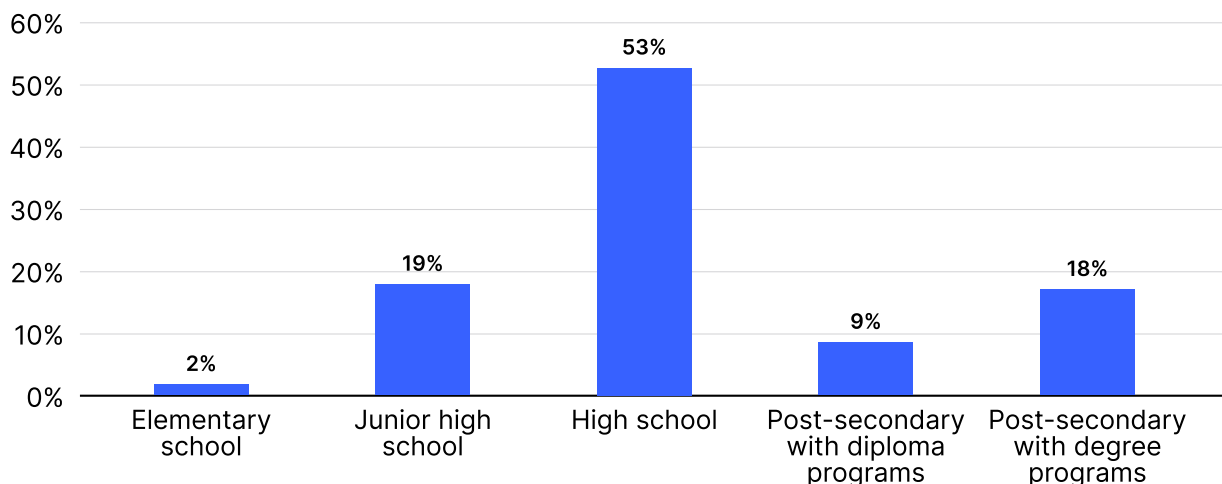
The survey also asked questions pertaining to respondents' level of education and participation in formal computer science or programming courses. These responses highlight how the platform expands access to game development and the creation of experiences—especially outside of formalized postsecondary pathways.

Figure 3 shows that only a combined 27% of Roblox U.S. creators have completed some form of postsecondary education. Over half of respondents (53%) reported high school education as their highest level of education, indicating that Roblox creators might be foregoing traditional training pathways in order to pursue develop-

ment activities in other, likely self-taught, ways. Moreover, nearly three quarters (74%) of respondents have a high school education or less, illustrating Roblox's role in supporting learning and skill development among early-stage creators.

Figure 3: Level of Education of U.S. Roblox Creators

Survey question: What is the highest level of school you've completed? (n=276)

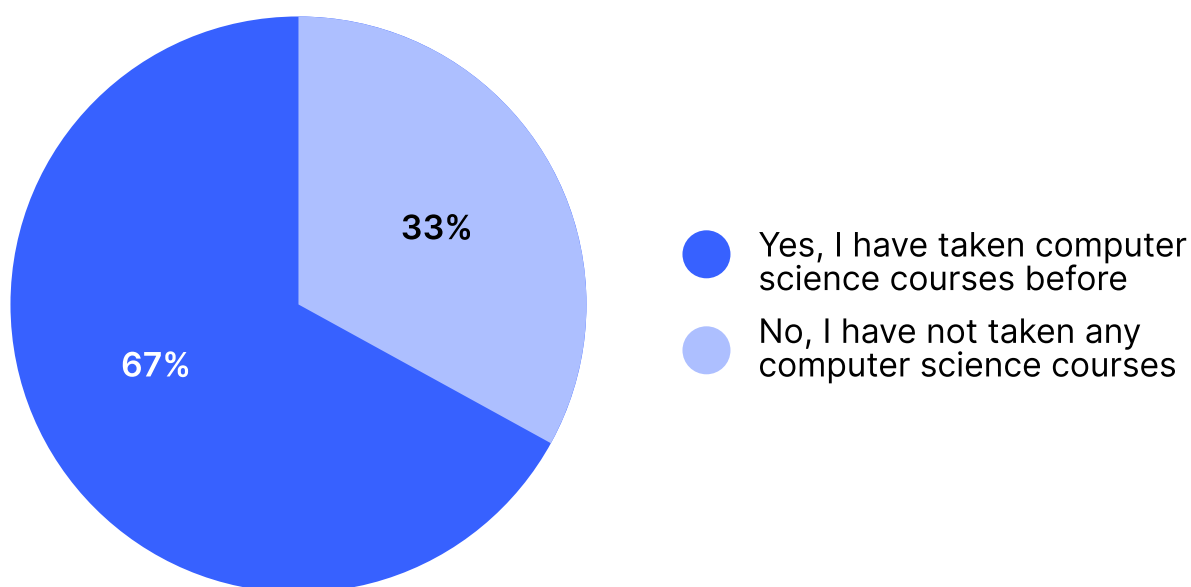


Nearly two-thirds (67%) of Roblox creators in the United States have taken a computer science or programming course through their schooling, online, or in a coding bootcamp or other special program (Figure 4).

Creators might have taken these courses before or in tandem with developing their skills through creating Roblox experiences. Moreover, a third (33%) of respondents report having no formal training in coding, which indicates Roblox's low barrier to entry.

Figure 4: Participation in Computer Science or Programming Courses by U.S. Roblox Creators

Survey question: Have you ever taken any formal computer science, programming, or game design classes? This could be at school, through an online course, or in a special program like a coding boot camp. (n=276)



2.2 National Economic Impact

Further to the description provided in Section 1.1, Approach to Economic Impact, the main source of direct economic impact in any economy is money paid to or generated by individuals. As such, direct impact is assessed as a measure of income earned by individuals employed to conduct a certain activity, as well as any profits earned from that activity.

In addition to direct impact, economic activity has two key ripple effects—indirect impact and induced impact—on the broader economy:

- Direct impact: Jobs and economic activity generated directly related to creating Roblox experiences on the Roblox platform within the U.S. economy.
- Indirect impact: The economic activity generated when creators spend money on goods and services (such as software, equipment, and marketing) from other businesses.
- Induced impact: The additional economic activity generated when creators or workers employed at the direct or indirect level spend their income in the wider economy (such as groceries, rent, and entertainment).

The sum of the direct, indirect, and induced economic impacts forms the total economic impact.

The Roblox Developer Program generates economic impacts that can be expressed in terms of gross domestic product (GDP), employment, and taxes.

Nordicity estimates that, when combining Roblox creators' cash remitted (including direct, indirect, and induced impacts), Roblox contributed approximately 22,000 jobs (expressed as FTEs) in employment and \$1.62 billion in gross domestic product (GDP) to the United States economy between 2017 and 2024, inclusive.⁷

Table 1: National Economic Impact Overview, 2017–2024

Impact Category	8-Year Total	Per Annum
Employment (FTEs)	22,000	2,700
GDP (\$)	1.62 billion	202 million
Tax (\$)	416 million	52 million

Each of these economic impact components is described in more detail below.

Employment (FTEs)

Roblox supports employment in two ways. First, independent developers and creators can earn income from the experiences they create through the Roblox Developer Exchange Program. Second, several Roblox studios that create Roblox experiences employ developers, artists, designers, and other professionals.

Nordicity estimates that the Roblox Developer Exchange Program contributed approximately 19,000 direct FTEs, 1,740 indirect FTEs, and 1,150 induced FTEs in the United States between 2017 and 2024. On average, Roblox has supported an estimated 2,700 FTEs per year over that period. Roblox contributed to the creation of 4,870 FTEs in 2024, an increase of 6% from 2023.

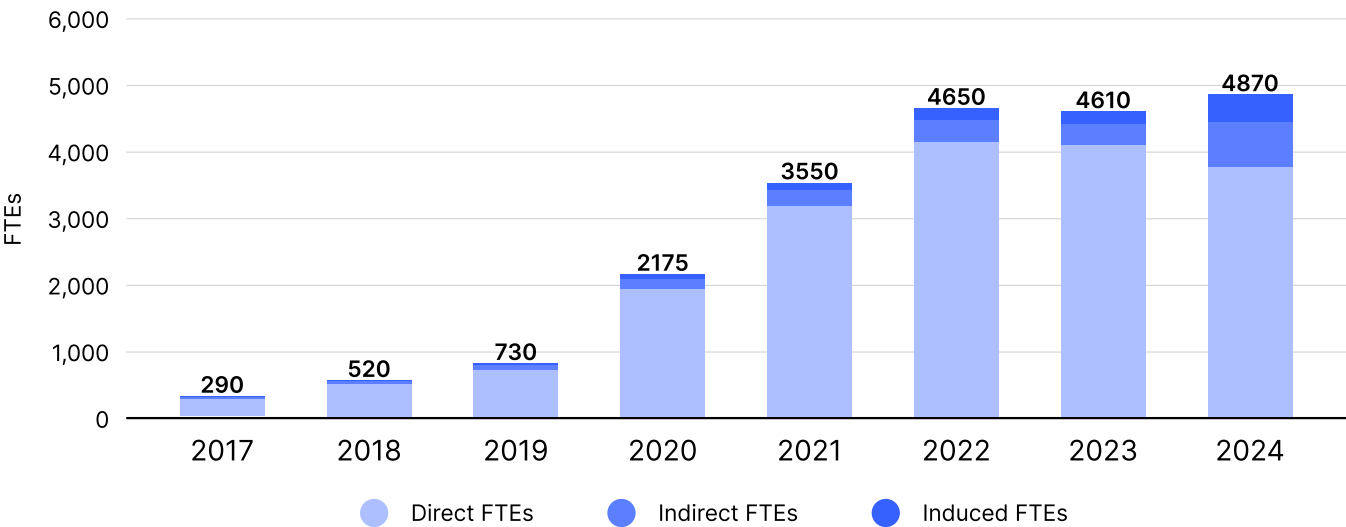
⁷ FTE figures are rounded up to the nearest 1,000; GDP and tax figures are rounded up to the nearest 100,000. They are calculated on a cumulative basis in person years, based on direct, indirect, and induced impacts and the average wage in the relevant locale.

Table 2: National Employment Impact, 2017-2024

Employment (FTEs)	8-Year Total	Per Annum
Direct	19,000	2,340
Indirect	1,740	220
Induced	1,150	140
Total FTEs ⁸	22,000	2,700

Moreover, Figure 5 shows that employment supported by the Roblox Developer Exchange Program has grown steadily year over year.

Figure 5: National Employment Impact Yearly Trend



Gross Domestic Product

Nordicity estimates that the Roblox Developer Exchange Program contributed approximately \$1.12 billion in direct GDP, \$324 million in indirect GDP, and \$176 million in induced GDP to the United States economy from 2017 through 2024, averaging \$202 million per year over that period.

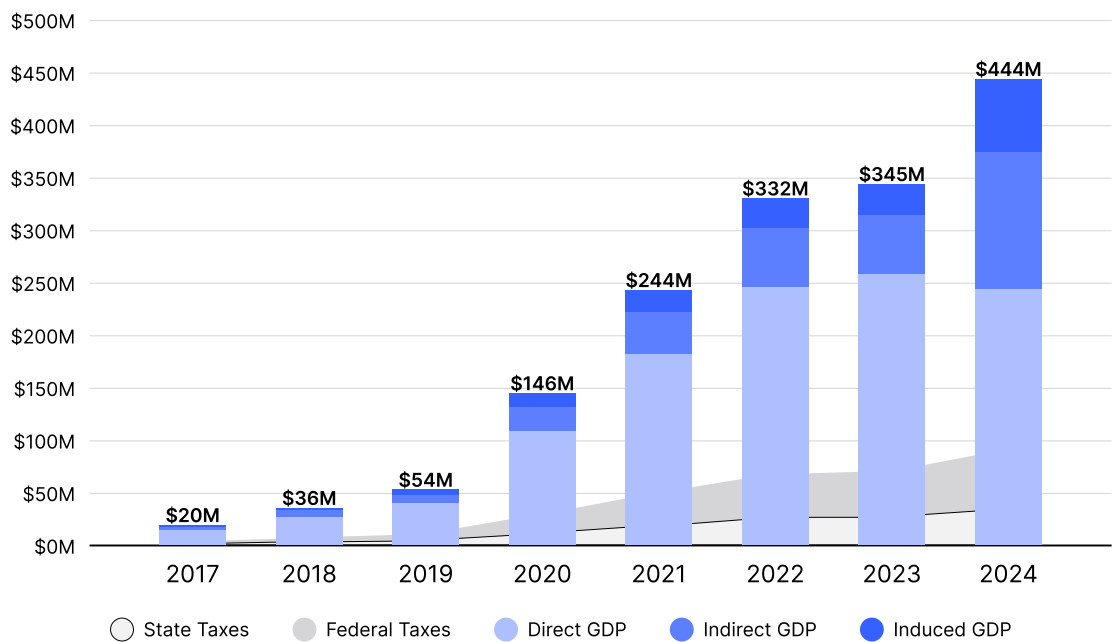
Table 3: National GDP Impact, 2017-2024

GDP (\$)	8-Year Total	Per Annum
Direct	1.12 billion	140 million
Indirect	324 million	40 million
Induced	176 million	22 million
Total GDP	1.62 billion	202 million

⁸ Totals might not add up due to rounding.

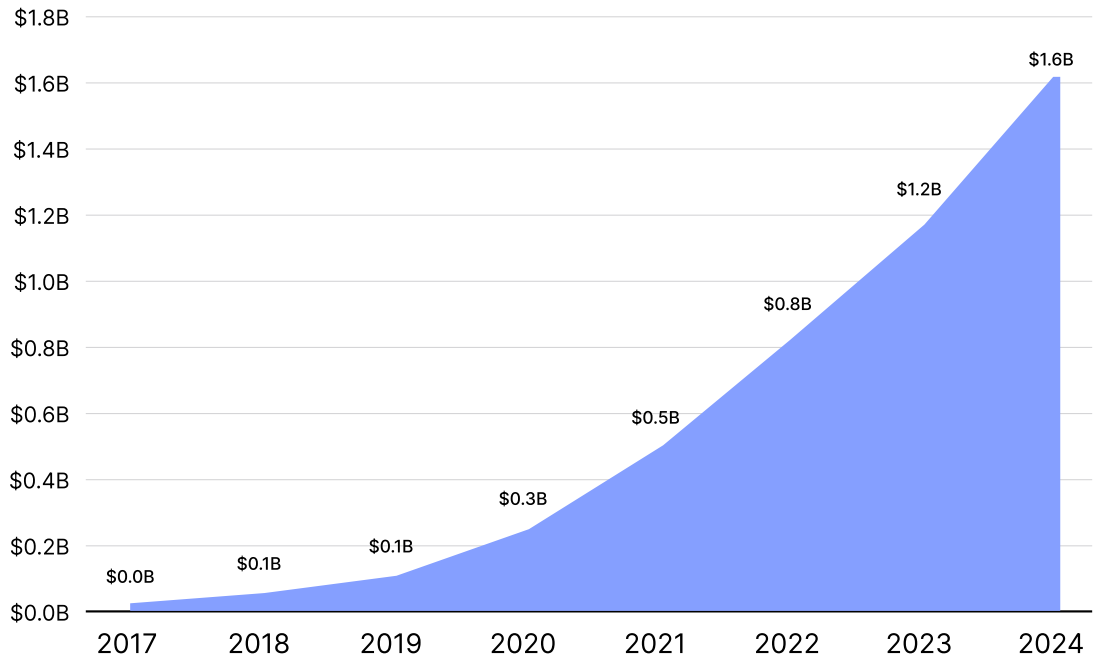
Similar to employment, Figure 6 below illustrates that Roblox creators' GDP contribution growth has continued to grow year over year.

Figure 6: National GDP Impact Yearly Trend, 2017-2024



In addition to looking at the annual growth of GDP, an analysis of the cumulative GDP trajectory illustrates the overall growth of the economic activity supported by Roblox from 2017 through 2024. Cumulative GDP is calculated by aggregating the GDP figure for each of the eight years in that time period. Nordicity estimates that the Roblox Developer Exchange Program generated \$1.62 billion in cumulative nominal GDP impact between 2017 and 2024.

Figure 7: National Cumulative GDP Yearly Trend, 2017-2024



Tax Impact

Nordicity estimates that Roblox developers contributed \$157 million to state-level taxes and \$259 million to federal-level taxes (Table 4) between 2017 and 2024, averaging \$52 million in tax revenue per year.

Table 4: National Tax Impact, 2017–2024

Tax (\$)	8-Year Total	Per Annum
State	157 million	20 million
Federal	259 million	32 million
Total Tax	416 million	52 million

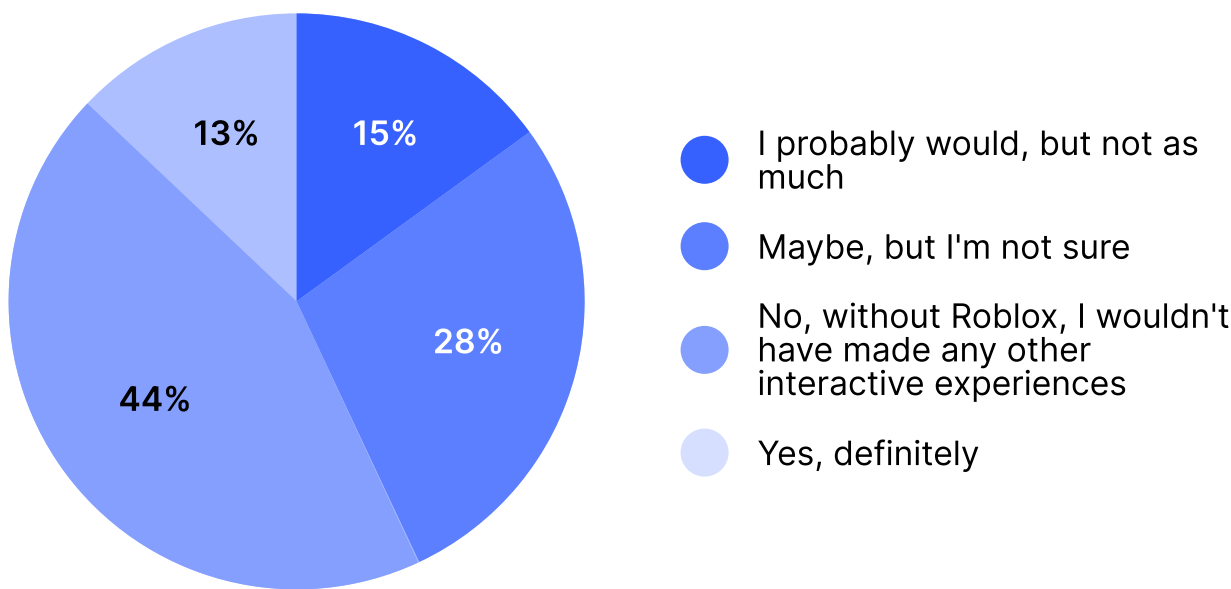
2.3 Attributable Employment and GDP

The Roblox U.S. Creator Survey asked respondents to specify whether the income they had earned through developing experiences on Roblox would exist without the Roblox Developer Exchange Program. Nordicity could then estimate how much of the economic activity supported by Roblox is directly attributable to Roblox and whether it would exist without the platform. In turn, this information allowed Nordicity to more accurately understand the real-world economic impact generated by Roblox. In addition, understanding attributable income helps identify the extent to which Roblox serves as a primary or supplementary source of income for creators.

The Roblox U.S. Creator Survey revealed that approximately two out of every five creators would not have earned any income from interactive content creation if not for Roblox (Figure 8). Consequently, a portion of the GDP and jobs generated by the activities of Roblox creators would not exist without the opportunities provided by Roblox.

Figure 8: Earning Money from Interactive Experience with or without Roblox

Survey question: Would you still be earning money from other interactive experience–related work if not for Roblox? (n=214)



Based on these attribution results, Nordicity estimates that 69% of the total national GDP and employment impacts from 2017 through 2024 were attributable to the Roblox Developer Exchange Program and would not have occurred without Roblox. For specifics on how this attribution was weighted, see Table 11 in the Appendix.

3. The Geography of Roblox's Economic Impact

Roblox enables teams and individuals across the United States to monetize digital interactive experiences, thereby spreading economic benefits across the country and to regions outside established tech hubs.

California continues to represent the highest level of economic activity in terms of employment, GDP, and taxes generated by the Roblox creator ecosystem, but other states also display high levels of economic activity.

Table 5: State-Level Economic Comparison, Totals 2017-2024

State	Employment (FTEs)	GDP (\$)	Total Tax (\$)
California	5,690	378,304,000	113,666,000
Texas	2,460	212,257,000	53,337,000
Florida	1,700	208,694,000	54,873,000
Nevada	720	50,564,000	14,162,000
New York	510	49,358,000	16,313,000
Virginia	230	20,037,000	6,028,000
Pennsylvania	220	18,150,000	5,006,000
Iowa	200	13,730,000	3,981,000
New Jersey	170	14,804,000	4,473,000
Utah	160	11,601,000	3,354,000
Indiana	160	10,378,000	2,792,000
Mississippi	140	7,995,000	2,269,000
Colorado	130	12,171,000	3,241,000
Minnesota	100	8,553,000	2,502,000
Kentucky	75	4,897,000	1,336,000
Connecticut	55	4,846,000	1,602,000
New Mexico	55	3,560,000	987,000
Oklahoma	25	1,727,000	469,000

More detailed state-specific results can be found in the Appendix: State-Based Economic Impacts.

3.1 Impact Outside of Traditional Tech-Focused Economies

As mentioned above, Roblox supports significant economic activity in states that lack tech-focused economies. The platform opens opportunities for Roblox creators to create experiences in any location, including in regions outside of urban centers and in states without strong tech sectors.

Nordicity's analysis shows that over the last eight years, 75% of Robux payments were made to creators outside of tech-focused economies. In fact, since 2024, some US regions that lack tech-focused economies have seen

their Roblox-related revenue grow more than twofold. For example, Idaho and Nebraska experienced exponential growth, with Idaho increasing fiftyfold and Nebraska tripling.⁹ This rise in payment remit totals reflects higher earnings by developers using Roblox’s monetization tools.

Employment (FTEs)

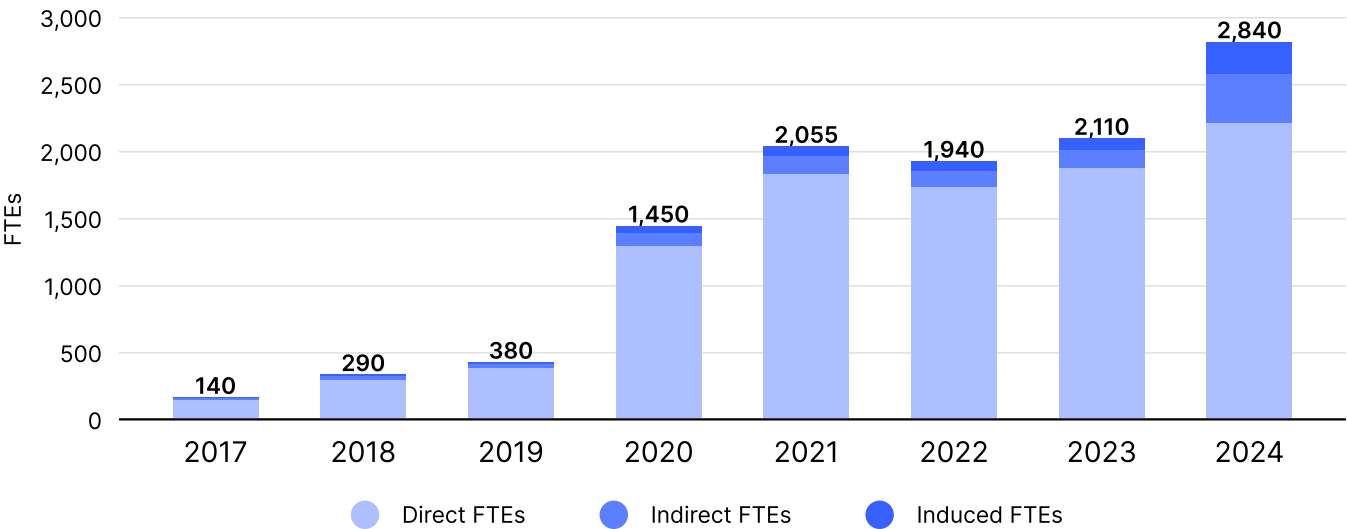
Although it does not employ developers, access to the Roblox platform supported a total of 13,000 FTEs in emerging tech economies from 2017 through 2024, averaging 1,640 FTEs per year during that period. This represents 59% of all employment stimulated by Roblox activity in the United States.

Table 6: Employment (FTEs) in Emerging Tech Economies, 2017–2024

FTEs	8-Year Total	Per Annum
Direct	11,000	1,390
Indirect	1,200	150
Induced	800	100
Total FTEs ¹⁰	13,000	1,640

Employment in these areas has continued to grow steadily year over year as shown in Figure 9, below. States without tech-focused economies experienced significant growth from 2023 through 2024. Total FTEs increased by 25% between these two years, from 2,690 to 3,350.

Figure 9: Employment (FTEs) in Emerging Tech Economies, Yearly Trend



⁹ The growth in Idaho was largely attributable to a single account.

¹⁰ Totals might not add up due to rounding.

Gross Domestic Product

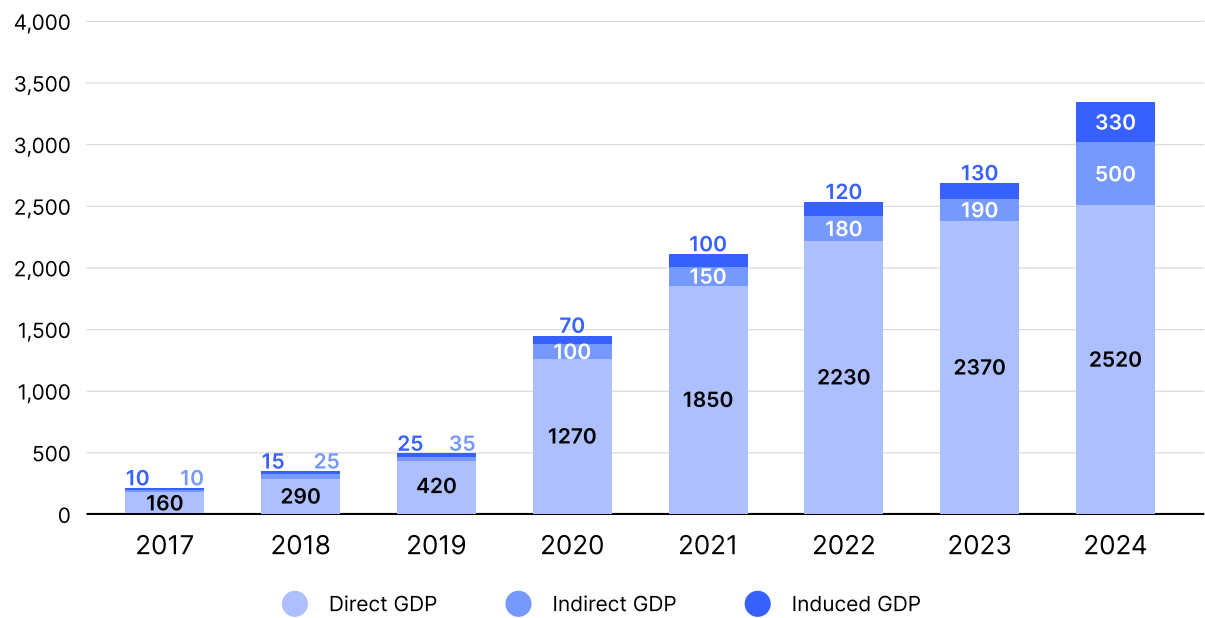
Nordicity estimates that the Roblox Developer Exchange Program has contributed approximately \$753 million in direct GDP, \$224 million in indirect GDP, and \$121 million in induced GDP in emerging tech economies. This impact accounts for 76% of Roblox’s total GDP contribution in the United States.

Table 7: GDP in Emerging Tech Economies, 2017–2024

GDP (\$)	8-Year Total	Per Annum
Direct	753 million	94 million
Indirect	224 million	28 million
Induced	121 million	15 million
Total GDP ¹¹	1.1 billion	137 million

On a year-to-year basis, GDP produced by the Roblox Developer Exchange Program outside of tech-focused economies has continued to grow. Direct GDP specifically has grown by 10%, illustrating how Roblox can act as an economic stimulus in any state, irrespective of the state’s level of broader tech focus.

Figure 10: GDP in Emerging Tech Economies Yearly Trend



Tax Impact

Nordicity also estimates that the Roblox Developer Exchange Program contributed \$142 million in state-level taxes and \$176 million in federal-level taxes in emerging tech economies.

¹¹ Totals might not add up due to rounding.

Table 8: National Tax Impact in Emerging Tech Economies, 2017–2024

GDP (\$)	8-Year Total	Per Annum
State	142 million	18 million
Federal	176 million	22 million
Total Tax ¹²	318 million	40 million

Attributable Impact Outside of Traditional Tech Hubs

Similar to national results, the Roblox U.S. Creator Survey indicated that approximately two out of five creators (~40%) in regions outside of states with tech-focused economies would not have earned any income from interactive content creation if not for Roblox. Conversely, only 13% of creators outside these hubs indicated that they would have expected to earn income outside of Roblox. Based on these results and the weighting outlined in Table 11 in the Appendix, Nordicity estimates that 69% of the total national GDP and employment impacts from 2017 through 2024 within regions outside of traditional tech hubs were attributable to the Roblox Developer Exchange Program, in line with national attribution estimates.

¹² Totals might not add up due to rounding.

Appendix

Methodology

Overview

Nordicity was engaged by Roblox to update the economic impact of the Roblox Developer Exchange Program on the United States economy from 2017 to 2024 based on the previous report (2017–2023). The study utilized the following data sources:

- 2017–2024 payment data provided to Nordicity by Roblox regarding the cash remitted by creators located in the United States.
- Primary data regarding the expenditure profile related to the creation of Roblox experiences. This primary data was collected from Roblox creators via a survey and was supplemented by Nordicity’s own previously conducted primary research.
- Secondary data to develop assumptions about industry-specific expenditure patterns (including United States Bureau of Labor Statistics, United States tax burden ratios at the state and federal levels, and Bureau of Economic Analysis Industry Economic Account statistics).

Notes on Methodology Refresh

Nordicity routinely updates its economic impact model. For the purpose of this study, methodological updates occur for two reasons:

- EIA model update: This is to keep the model consistent with the most recent industry statistics. For example, mean average salary and I-O table from BEA.
- Developer-activity variables update: Newly available insights from the 2024 survey have been incorporated into the EIA mode. Doing so ensures that the model captures the evolving ways in which developers retain and spend their earnings.

Due to methodological updates, some of the FTE and GDP figures for 2017–2023 in this updated report differ from those contained in the previous Roblox Economic Impact and Social Benefit Study (2017–2023). The 2024 results in this report also reflect these methodological changes.

For 2017–2023, payment data was reprocessed using the updated impact model, which resulted in a slight reduction in the calculated FTEs.

For 2024, the model integrated new survey findings that provided a critical proxy for calculating the final impacts. These survey results indicated that developers allocated their retained earnings differently in 2024, which is the primary factor driving the changes in the FTE and GDP estimates.

Approach and Role of Survey and Payment Data

Economic contributions were estimated using the above developer payment data and survey responses. These sources informed the key inputs for the economic model. The steps below outline the transformation of source data into model-ready categories:

- **Payment Data Categorization:** Payment data, which included categorizations by state, served as the baseline for measuring developer earnings. These figures reflect both direct and indirect impacts. Geographic segmentation enabled the application of jurisdiction-specific multipliers within the model.

- **Impact Attribution Using Survey Analysis:** Survey responses collected from revenue-generating developers in 2023 and 2024 were used to allocate earnings across impact categories. Respondents were asked to identify the proportion of income reinvested into development versus retained as income. These percentages were used to allocate total payments into indicators of direct, indirect, and induced impacts for use in the model.
- **Modeling Economic Outputs:** Each impact category was then processed through the MyEIA (Economic Impact Assessment) economic model, incorporating national and state-level multipliers. The model then estimated how spending in each category contributed to its FTE and GDP outcomes based on the input from the respective jurisdictions.

From these sources, Nordicity developed an economic impact model based on the Bureau of Economic Analysis 2021 input-output tables. This model was used to estimate:

- Direct, indirect, and induced impacts in terms of GDP and FTEs
- Fiscal impact (e.g., tax revenue) at the state/local and federal levels
- The anticipated attributable impact of Roblox creators’ earnings (i.e., the economic impact that would not otherwise exist)

Nordicity’s MyEIA model was used to estimate the economic and fiscal impacts of Roblox developers and studios. The following table summarizes the types of activities included in each economic impact analysis conducted, the data sources used for each, and the models employed to conduct the analysis. It is important to note that the economic impact estimated in this report pertains solely to the economic contributions from Roblox developers’ real cash withdrawals. Ancillary income generated by developers from activities associated with but not directly occurring on the Roblox platform—such as income from livestreamed Roblox experiences or sales of Roblox merchandise—is not included in this analysis.

Table 9: Summary of Economic Impact Analysis Conducted

	Description
Direct impact	Jobs and economic activity generated directly from the creation of Roblox experiences on the Roblox platform within the U.S. economy
Indirect impact	Jobs and economic activity generated by Roblox creators’ purchases of supplies (such as computers and software licenses) from other industries
Induced impact	Employment and economic activity generated by direct and indirect workers’ respending of labor income in the U.S. economy
	↑
Models	Cash model of Roblox creators’ activities and Nordicity’s MyEIA model (developed based on U.S. national-level statistics and tax burden ratios at the state level and the federal level)
	↑
Data sources	Roblox Payment Data 2017–2024, Roblox U.S. Creator Survey

Definitions and Key Assumptions

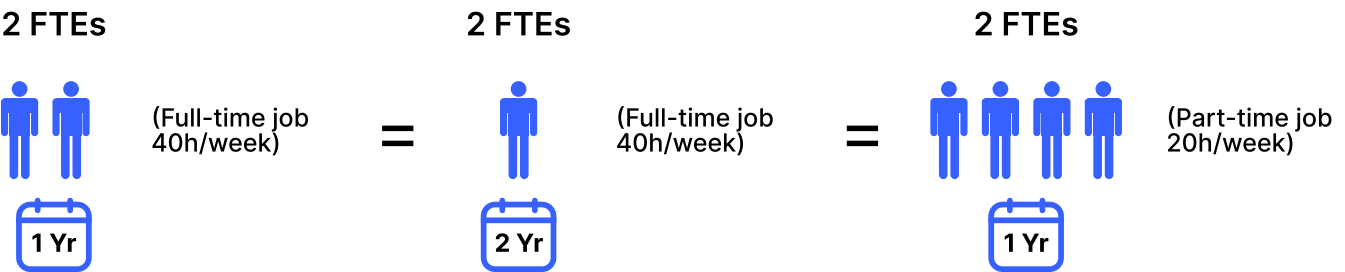
FTEs vs. Jobs Definition

Roblox does not employ developers. The references to jobs and FTEs in this report are merely a method of expressing the economic impact of the Roblox Developer Exchange program and do not refer to employment by Roblox Corporation. Typically, job creation and retention are expressed as a measure of positions, which is not stated on a cumulative basis. Accordingly, positions is a metric that is not interchangeable with FTEs, which is stated on a cumulative basis.

For example, as illustrated in Figure 11 below, “two FTEs” could describe a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four part-time jobs at 20 hours per week held for by four people for one year.

Figure 11: Illustration of FTEs vs. Jobs

To facilitate economic modeling, Nordicity uses the FTE measure. The use of FTE also allows Nordicity to incorporate factors such as average wages, wage inflation, and various working arrangements.



Value of an FTE Assumption

The monetary value of one FTE is based on 2024 mean annual wage data published by the U.S. Bureau of Labor Statistics (BLS). A deflator factor is applied to calculated FTEs for each year prior to 2024.

Because the model estimates state-level impacts, the annual wage benchmark for FTEs is state-specific, using the BLS-reported mean annual wage across all occupations for each state. For example, the 2023 mean annual wage for New York is \$78,620; this figure serves as the base value for calculating all New York-related FTE impacts (see Table 10). Where relevant, aggregate national FTE values are based on the national mean annual wage across all occupations as reported by BLS.

Table 10: Wage Data by Select States¹³

State	Mean Annual Wage (\$)
California	57,148
Texas	72,904
Florida	110,292
Nevada	63,752
New York	86,736

¹³ U.S. Bureau of Labor Statistics (BLS). <https://www.bls.gov/oes/tables.htm#00-0000>

Virginia	73,528
Pennsylvania	68,744
Iowa	59,540
New Jersey	77,948
Utah	64,428
Indiana	60,684
Mississippi	49,244
Colorado	87,152
Minnesota	72,592
Kentucky	58,656
Connecticut	77,688
New Mexico	57,720
Oklahoma	56,524

All wage values are standardized to 2023 dollars using inflation adjustments, ensuring comparability across model inputs. Total FTEs were computed based on raw FTE data, then rounded (to maintain consistency).

Tax Revenue Definition

Tax revenue is described as state/local and federal levels. Tax revenue captures the taxes generated by both the earning and spending of income generated by the creation of Roblox experiences. State-level taxes were estimated using each state's overall tax burden.¹⁴ Florida, Texas, and Nevada, highlighted in this report, impose no state income tax; however, the state/local taxes for those three states reflect the average rates of sales, property, and payroll taxes.

Cash Flow Assumptions

Nordicity calculated the total revenues year over year for developers by aggregating the payment data provided by Roblox. The provided payment data included all cash remit Roblox paid to developers from 2017 through 2024.

Each survey respondent was linked back to payment data based on the unique UserID. This step helped establish the region for 276 survey respondents and the cash remit of all respondents. The total cash remit (revenue made by Roblox developers) was then used as a baseline figure to calculate the cost of labor, leftover earnings, and cost of the non-labor expenditures associated with the development of Roblox experiences.

- The cost of labor was estimated by calculating the average percentage of cash paid to U.S. developers out of the total revenue earned by developers. This proxy was developed from the survey where developers were asked to provide the total real dollar amount spent on developing a Roblox experience and the percentage of that cost that was associated with U.S. labor (including hiring freelancers, contractors, and salaried employees).
- “Leftover earnings” (or “retained earnings”) is a term used to describe the amount of cash retained by developers after all cash expenses. The survey data developed an average leftover earnings as a per-

¹⁴ Tax Foundation. “State Tax Burden by State, 2022” <https://taxfoundation.org/data/all/state/tax-burden-by-state-2022/>

centage of total cash remitted. Nordicity allocated the leftover earnings to labor income, as the majority of Roblox developers are individual creators.

- The non-labor costs were calculated by subtracting the cost of labor and leftover earnings from the total cash remitted from payment data. The remaining costs not associated with the labor costs and leftover earnings were treated as the non-labor costs.

Consideration of Creator-Retained Earnings' Impact

In addition to the economic benefits arising from the activity of Roblox creators/studios and creators that work with them (compensated in cash), the creation of successful Roblox experiences can provide other recurrent and long-term economic benefits for Roblox creators.

While the payment data reflects a portion of the cash value remitted by Roblox creators, Roblox creators retain continued revenues earned via the Roblox experience they created. This means that the revenues remaining in a developer's Roblox account will likely be withdrawn in future years at a similar frequency/proportion to fund actual economic activities (the cost of living, purchasing new equipment, etc.). In addition, new Roblox experiences will be funded through Roblox creators' earnings and will lead to new revenue streams. Years after the creation of the Roblox experience, these revenues will continue to support jobs, creators' living costs, and new Roblox experience development.

Attributable Roblox Impact

The survey asked questions seeking to determine the extent to which the reported impacts were attributable to Roblox. The survey respondents were asked, "Would you still be earning money from other interactive experience-related work if not for Roblox?" and given four options to choose from.

Nordicity calculated the weighted average based on the weight corresponding to each survey option across the survey responses (see table 11). The weighted average was then applied to the GDP and FTE estimates.

Table 11: Weighting of Impact Attributable to Roblox by Survey Response

Response*	Survey % (National)	Survey % (Outside Traditional Tech Hubs)	Weight	Rationale
1) Yes, definitely	14%	13%	0%	These developers would develop experiences elsewhere
2) No	44%	43%	100%	Roblox is fully responsible for their earnings
3) Maybe yes	28%	28%	50%	Roblox provides a platform where experiences can be developed easily
4) Maybe less	15%	16%	75%	Majority credit to Roblox
Total	100%	100% ¹⁵		

*Survey question: Would you still be earning money from other interactive experience-related work if not for Roblox? (n=214)

¹⁵ Figures might not add up due to rounding.

Tech-Focused Economies

To estimate impact from states without tech-focused economies, data from the Roblox developer payment geography was used to calculate the distribution of creators across the United States. Creator earnings from each state were aggregated and run through the MyEIA model to produce state-level impact results.

At the same time, Nordicity used U.S. BLS data to ascertain the Location Quotient (LQ) for tech jobs using Computer and Mathematical Occupations (SOC code 15-0000) as a proxy for overall tech employment in each state. LQ is a measure that compares the rate (%) of employment for an occupation in a given sub-national jurisdiction (state) with the rate of employment at the national level. Any state with an LQ for SOC code 15-0000 over 1.1 (i.e., more than 10% greater than the national average) was categorized as a tech-focused economy.

Use of Survey Proxies and Conservative Estimates

The use of data proxies—based on survey responses—greatly facilitates the economic modeling process. While it provides evidence of Roblox’s economic impact, the figures from this modeling process should be treated as conservative estimates (i.e., they might have a greater impact than described).

- Roblox survey data includes responses from Roblox creators (78%) and studios (22%) across the United States and across earnings and experience levels. As a result, the responses that formed part of the proxies do not necessarily reflect all the costs and revenues that should be reflected.
- Studios that develop Roblox experiences arguably have a higher chance of success because they have more capability and capital to develop scalable Roblox experiences and conduct marketing campaigns. However, the survey sample captured only a small percentage of the studios. Therefore, the use of survey proxies is very conservative, as a studio’s economy of scale is likely to generate more full-time jobs than in a freelance occupation, where a developer might have to take on jobs outside of the Roblox platform.
- This analysis does not consider the impact of earned Robux that have not yet been withdrawn from developers’ accounts. The survey revealed that developers typically withdraw a fixed portion of their earned Robux at a time and are likely to continue withdrawing at a similar rate in the future. Therefore, the future cash remit from the existing earned Robux in developers’ accounts is likely to lead to more economic activities.

Approach to Rounding

The following rounding rule has been applied across all economic impact results presented in this report.

Value Range	Rounding Applied
> 10,000	Nearest 1,000
100.01–10,000	Nearest 10
5.01–100	Nearest 5
1.01–5	Nearest whole number
0.01–1	1
≤ 0	0



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