

ProtectMiChild Registry Keeps Kids Safe From Adult Ads Online

Secretary of State Jocelyn Benson and Attorney General Dana Nessel are encouraging Michigan parents and schools to sign up for the state's [ProtectMiChild Registry](#) in honor of [National Child Abuse Prevention Month](#).

ProtectMiChild is a free and secure program that keeps kids safe from adult-oriented advertising via social media, text, and email. Parents can register their children's social media handles, phone numbers, and email addresses to block ads for products like alcohol, tobacco, pornography, and online gambling. Schools and organizations that work with children under 18 can also add their accounts. More than 920,000 numbers and accounts have been added to the Michigan registry.

In 2021, the registry was updated to allow parents to add their child's Snapchat, Instagram, and Twitter accounts. Benson and Nessel said they are working to add YouTube and TikTok to the ad-blocking service in the coming months.