*20 November 2026*

**Subject: URGENT – Use your existing powers to prohibit AI chatbot toys for children – UK Parliamentarians, Alliance 4 Children and Set@16**

**Prohibit the Sale of AI Chatbot Toys to Children Until They Are Proven Safe**

**To:** The Rt Hon Jonathan Reynolds MP, Secretary of State for Business, Innovation, Science and Trade

Dear Secretary of State,

We write as Members of both Houses of Parliament, together with Alliance 4 Children and Set@16, to ask you to use powers you already hold to stop toys with built-in AI chatbots being sold to children in the UK until they are proven safe.

These toys are on sale now as Christmas gifts. A survey of UK listings on 25 October 2026 found 28 AI chatbot toys on sale, more than half for under £50, most from little-known online sellers. Many are labelled for children aged 3 and up, and some connect to general-purpose chatbots whose own terms require users to be at least 13. In October 2026, one such plush toy, listed for ages 3 and up, was tested by an adult speaking to it as a young child. Its responses suggested that the child could give consent to being touched for pleasure.

This is not a fault in one product. It is a new category of toy that no UK regulator tests for psychological, developmental or safeguarding harm before it reaches children. They are marketed as educational, with no independent evidence that they are. Independent testing in the US has found the same failures across several brands, and a leading AI toy maker has exposed thousands of children's recorded conversations. California has already banned these toys for under-16s from January 2027, and New York's legislature has passed a five-year moratorium. The issue was raised in the House of Lords on 29 October 2026.

We welcome the Government's review of toy safety. But no new rules will be in force this Christmas, and children cannot wait for them. You do not need to wait either:

- **The power exists.** Section 11 of the Consumer Protection Act 1987 allows the Secretary of State to make safety regulations prohibiting the supply of goods. The Act defines personal injury to include "any impairment of a person's physical or mental condition".
- **There is a precedent.** The Food Imitations (Safety) Regulations 1989, made under the same section, ban a whole category of products because children might mistake them for food. AI chatbot toys put children at risk as a category in the same way.
- **It can be done quickly.** Section 11 allows short-term regulations without prior consultation where that is needed to protect the public.

We therefore ask you to:

- **Prohibit the supply** of toys with built-in generative AI chatbots to children under 16, using your powers under section 11 of the Consumer Protection Act 1987, until they are independently shown to be safe.

- **Act before Christmas.** Ask the Office for Product Safety and Standards to issue a product safety alert for AI chatbot toys, and support Trading Standards to use suspension notices while the regulations are made.
- **Create a dedicated commodity code.** AI-enabled toys currently enter the UK under the same tariff codes as ordinary soft toys (9503 00 41 and 9503 00 49), so customs cannot tell them apart. A specific UK commodity code would let HMRC, Border Force and Trading Standards identify, monitor and stop these products at the border and on online marketplaces. The UK should also press the World Customs Organization to create an international Harmonised System subheading for AI-enabled toys, so other countries can do the same.
- **Set the standard for a return to market.** Commit to an independent, multidisciplinary testing framework, covering psychological, developmental, privacy and safeguarding harms as well as physical safety, that any AI toy must pass before it can be sold to children, with clear responsibility for a named regulator.
- **Meet us.** We would welcome a meeting with you, together with the parents and experts who have raised this for more than a year.

This call is backed by a UK Parliament petition asking you to use your existing powers to stop the sale of these toys.

Alongside this letter, UK and US legislators, together with Fairplay in the United States, are writing jointly to Amazon, eBay and other online marketplaces asking them to remove these toys from sale until they are proven safe. This is now an international concern, and the UK has the chance to lead.

The precautionary principle must apply: these products should be shown to be safe before they reach children, not withdrawn one at a time after harm is found.

We would welcome your response by Friday 4 December 2026, so that action can be taken before the Christmas shopping peak.

Yours sincerely,

**Baroness Finlay of Llandaff, Crossbench, House of Lords – Lead Parliamentary Signatory**
**J. Paul Wright & Anji Wright, CEOs, Alliance 4 Children**
**Kitty Hamilton & Guy Holder, Co-founders, Set@16**

**cc:** The Rt Hon Lisa Nandy MP, Secretary of State for Culture, Media and Sport; the Chancellor of the Exchequer; the Secretary of State for Education; the Secretary of State for Health and Social Care; Kanishka Narayan MP, Minister for AI; Baroness Lloyd of Effra, Parliamentary Under-Secretary of State (Minister for Space, Cyber and Regulatory Reform); the Minister for Consumer Protection; the Information Commissioner; Ofcom; the Children's Commissioner for England; the Office for Product Safety and Standards; HM Revenue & Customs

**SUPPORTING SIGNATURES**

### Members of the House of Lords

- Baroness Lister of Burtersett (Labour)
- Lord Russell of Liverpool (Crossbench)
- Baroness Watkins of Tavistock (Crossbench)

- Baroness Grey-Thompson (Crossbench)
- Lord Hampton (Crossbench)
- Baroness Goudie (Labour)
- Lord Bethell (Conservative)
- Baroness Benjamin (Liberal Democrat)
- Baroness Walmsley (Liberal Democrat)
- Lord Clement-Jones CBE (Liberal Democrat)
- Lord Nash (Conservative)
- Baroness Blower (Labour)
- Baroness Cass (Crossbench)
- Lord Alton of Liverpool (Crossbench)
- Baroness Bennett of Manor Castle (Green)
- The Rt Revd Martyn Snow, Bishop of Leicester
- The Rt Revd Rachel Treweek, Bishop of Gloucester
- Baroness Keeley (Labour)
- Baroness Harding of Winscombe (Conservative)

**Members of the House of Commons**

- Jess Asato MP (Lowestoft)
- Sharon Hodgson MP (Washington and Gateshead South)
- Caroline Dinenage MP (Gosport)
- Daisy Cooper MP (St Albans)
- John McDonnell MP (Hayes and Harlington)
- Rachael Maskell MP (York Central)
- Kim Johnson MP (Liverpool Riverside)
- Lorraine Beavers MP (Blackpool North and Fleetwood)
- Lillian Jones MP (Kilmarnock and Loudoun)
- Alex Sobel MP (Leeds Central and Headingley)
- Shockat Adam MP (Leicester South)
- Neil Duncan-Jordan MP (Poole)
- Manuela Perteghella MP (Stratford-on-Avon)
- Liz Saville Roberts MP (Dwyfor Meirionnydd)
- Ann Davies MP (Caerfyrddin)
- Ben Lake MP (Ceredigion Preseli)
- Llinos Medi MP (Ynys Môn)
- Ian Byrne MP (Liverpool West Derby)
- Jess Brown-Fuller MP (Chichester)
- Kirsteen Sullivan MP (Bathgate and Linlithgow)
- Alison Hume MP (Scarborough and Whitby)
- Bell Ribeiro-Addy MP (Clapham and Brixton Hill)
- Marie Rimmer CBE MP (St Helens South and Whiston)
- Anna Sabine MP (Frome and East Somerset)
- Richard Burgon MP (Leeds East)
- Dawn Butler MP (Brent East)
- Richard Quigley MP (Isle of Wight West)
- Sam Rushworth MP (Bishop Auckland)
- Apsana Begum MP (Poplar and Limehouse)
- Paula Barker MP (Liverpool Wavertree)
- Lizzi Collinge MP (Morecambe and Lunesdale)
- Tonia Antoniazzi MP (Gower)

**Other Supporters**

- NSPCC
- Institute of Health Visiting (iHV)
- Rt Hon Dame Andrea Leadsom DBE, former Minister for Public Health
- Ellen Roome MBE, on behalf of Bereaved Families for Online Safety (BFfOS)
- Jo Frost, parenting expert
- Professor Maggie Rae CBE, President, Epidemiology and Public Health Section, Royal Society of Medicine
- Professor Tracy Daszkiewicz, President, Faculty of Public Health
- Lauren Cowell, campaigner and advocate for online safety
- Dr Joan Marsh, Editor, The Lancet Psychiatry
- Dr Mine Conkbayir MBE
- Dr Rebecca Foljambe, GP and Founder, Health Professionals for Safer Screens
- Arabella Skinner, Policy Director, Health Professionals for Safer Screens
- Esther Ghey, mother of Brianna Ghey, Bereaved Families for Online Safety
- Jesse Coulson, Pioneer Safer Schools Programme UK, Cybernetic Shield
- Jennifer Powers, Founder and Director, Unplugged Coalition