MrBeast Failed to Disclose Ads and Improperly Collected Children’s Data, Watchdog Group Says

MrBeast, the world’s most popular YouTuber with more than 430 million subscribers, has updated some of his channel’s advertising practices after a watchdog group accused him of violating industry guidelines on child safety and data collection.

The group, the Children’s Advertising Review Unit, or CARU, found that MrBeast, whose real name is Jimmy Donaldson, had collected children’s personal information without age-gating or parental consent, failed to disclose advertorial content, and made misleading product claims.

Donaldson and his team have since updated their practices to more explicitly identify promotional content, and plan to update their website and data collection practices, according to the CARU report reviewed by ADWEEK.

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