



SELECT COMMITTEE ON THE CCP DEMOCRATS | RANKING MEMBER RAJA KRISHNAMOORTHI

November 7, 2025

The Honorable Linda McMahon
Secretary of Education
U.S. Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202

Dear Secretary McMahon,

I write to bring to your attention the data privacy and child safety concerns regarding the proliferation of artificial intelligence-enabled children's toys manufactured by People's Republic of China-based companies. AI and smart toys are projected to be a \$25 billion dollar industry by 2030. These toys are being marketed to American families and may be entering U.S. educational settings. Indeed, such PRC AI toys are marketed not only being marketed to parents, but also to elementary school teachers.¹

Given the security risks and privacy concerns associated with these products, I urge you to initiate a campaign aimed at raising public awareness to American educators across the country on the potential misuse of the data collected with these devices. I also believe that it is imperative that the Department of Education coordinates with the other governmental agencies to ensure comprehensive oversight of these PRC AI toys.

A recent analysis revealed how new AI-powered interactive toys from PRC companies, including products like Bubble Pal by Shenzhen-based Haivivi Technology, are gaining traction in the U.S. consumer market.² These toys are designed to engage in conversational interaction with children ages 3-12, collect voice data, store conversation histories, while utilizing cloud-based AI systems that may be subject to PRC jurisdiction and requirements to hand over data to PRC authorities upon demand. This raises profound concerns, especially in U.S. educational settings.

One of the leading companies that sells these AI-powered toys in the United States, Haivivi Technologies. Bubble Pal, the AI toy sold by Haivivi, runs on DeepSeek's large language model, which allows children to create distinctive interactive stories while playing with the toy.³

The Department of Education plays a critical role in protecting America's children and securing our educational institutions. Given the targeting of our schools by PRC-based AI toy companies, I believe it is time to act now, when the problem is still at an emerging stage, to raise awareness among American families. Accordingly, I urge you to issue clear guidance to school districts, educators, and parents on the risks of these Chinese-manufactured AI toys that are gaining traction on the U.S. market.

¹ <https://www.prweb.com/releases/bubble-pal-the-new-affordable-ai-toy-brings-play-to-life-302327851.html>

² <https://www.technologyreview.com/2025/10/07/1125191/ai-toys-in-china/>

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Thank you for your attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Raja Krishnamoorthi".

Raja Krishnamoorthi
Ranking Member
House Select Committee on the CCP