Game Report

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2026-10-29
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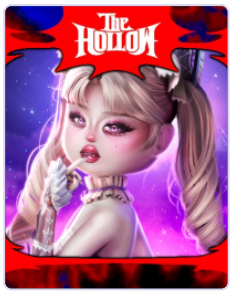
[🎃 NEW QUEST] Dress To Impress



PLATFORMS	Roblox
ROBLOX MATURITY	Minimal

Researched report · primary sources · Analysis date: 2026-10-29

Made by Health-e-Habits' research software from the sources listed. No person reviewed it before publishing, so check anything decisive on the publisher's own pages.

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> Dress To Impress is a Roblox game where your child picks a theme, builds an outfit in about five minutes, and gets rated by other kids on a runway. Rounds repeat forever with no ending. A single Roblox community runs it purely for fun, not for any learning or charity purpose.

A starting point, not the last word.

This report was researched automatically from public sources on 2026-10-29. Use it to decide what to look at and what to ask, then check for yourself, ideally by playing alongside your child.

Researched report compiled on 2026-10-29 from approved primary sources. Every citation was checked against the approved-domain list after research and anything outside it was discarded. Game content and policies change; verify anything decisive on the publisher's own pages.

The Breakdown

Roblox's maturity label first, then six areas that add the rest. Each one starts with a topline, followed by the detail.

RATING

Roblox Maturity Label

> **Topline:** Roblox labels this game Minimal: it may contain occasional mild violence, light unrealistic blood and occasional mild fear. Playable on every Roblox account type, including Roblox Kids (ages 5 to 8). This is Roblox's own label, not an ESRB rating; it describes this specific game, not the Roblox app.

BEFORE YOU DECIDE

Is Your Kid Ready?

SKILLS	Your kid needs to read a written theme, shop a menu fast, and finish each outfit within a five-minute timer.
WHAT THEY SEE AND HEAR	Your kid will see other players' avatars and outfits and read public star ratings and comments on their own look.
WHO THEY MEET	Your kid shares a server with up to 13 strangers, voice chat may be on, and a friends-only private server can be turned on.
SPENDING PRESSURE	Spending is optional and only buys looks or a VIP room, never an edge in contests, and you can cap or block it.

Kids differ, so we skip the age rec and tell you what the game asks of them instead.

HOW IT PLAYS

What They Actually Do

> **Topline:** Your child picks a clothing theme, builds an outfit in about five minutes, then gets rated by other kids on a runway, over and over, with no end point.

WHY IT MATTERS

This game never really ends, so your child can always play one more round. Each round is short, which makes it easy to say 'just one more,' and that can add up to long sessions without either of you noticing.

WHAT YOU CAN DO

- Agree on a number of rounds before your child starts playing, since each one is only about five minutes.

- Ask your child to show you a themed outfit they are proud of, since the fun here is creative, not competitive.
- Watch for seasonal event pushes like Halloween themes, since limited-time content can pressure your child to play before it disappears.

WHAT WE FOUND

- **What Your Child Actually Does** Your child gets a theme, shops a virtual closet for clothes, hair, and makeup, then walks a runway to be rated by other players. Each round takes about five minutes.
- **Play Type** Infinite. The main mode, called Style Showdown, keeps cycling new themes and rounds with no final goal, and the creator adds new events and items over time.
- **How Hard It Is to Stop** Medium. Each round runs about five minutes before judging, so a natural stopping point comes often, but leaving mid-round means your child gets no score and no spot on the winners' podium that round.
- **What Pulls Them Back** None found in the creator's listing or badges for daily rewards or streaks. The game does run limited-time special events, like past Halloween and celebrity-themed rounds, that add outfits only available for a short window.
- **What Makes It Fun** Dressing up and showing personal style, trying to match or cleverly reinterpret a theme, and getting star ratings and comments from other kids in the same room.

IN THE CREATOR'S OWN WORDS

The creator's listing and its 9 badges mention no daily reward, streak, timer or limited-time event as of 2026-10-29.

EVIDENCE AND SOURCES

1. **Roblox** – [🎃 NEW QUEST] Dress To Impress
   Published: Not listed · Updated: 2026-10-28 · Accessed: 2026-10-29
   https://www.roblox.com/games/15101393044/NEW-QUEST-Dress-To-Impress

2. **Google Play** – Here's everything about Dress To Impress in Roblox
   Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
   https://play.google.com/store/apps/editorial?id=mc_games_editorialevergreen_postinstall_all_about_dress_to_impress_in_roblox_v1_now_fcp&hl=en

3. **Google Play** – Why everyone's talking about Dress to Impress
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   https://play.google.com/store/apps/editorial?id=mc_games_editorialevergreen_dress_to_impress_roblox_fcp&hl=en

4. **GameSpot** – Dress To Impress Codes April 2026 For Free Outfits And Accessories
   Published: Not listed · Updated: 2026-04-25 · Accessed: 2026-10-29
   https://www.gamespot.com/articles/dress-to-impress-codes/1100-6533105/

5. **Roblox Create Docs** – Contextual purchases
   Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
   https://create.roblox.com/docs/production/game-design/contextual-purchases

WHAT WE COULD NOT CONFIRM

No items were confirmed.

WHAT IT COSTS

What It Costs

Topline: Paying here only buys outfits, makeup options, and convenience. The game can be fully enjoyed, and its contests won, without ever spending real money.

WHY IT MATTERS

Your child will not fall behind other players for not paying. If they do spend, it will likely be small amounts on outfits rather than anything that affects who wins a contest.

WHAT YOU CAN DO

- Set a Robux spending limit in your Roblox account settings before handing over a device.
- Ask your child to show you an outfit they bought with real money versus one they earned free.
- Check the Roblox purchase history page together each month to review what was bought.

WHAT WE FOUND

- **How Much Paying Matters** Optional: items like the VIP Pass, Custom Makeup, and themed outfit sets (Haunting Beauty, Queen Of Hearts) only unlock looks or a bonus room, not an edge in contests.
- **Earned by Playing** The game's own listing does not say what free currency it hands out as your child plays, or what that currency buys, so we cannot confirm this part.
- **Bought With Real Money** Robux buys clothing sets and makeup looks (looks only), a VIP room and extra hair slot (convenience), and faster money or tier progress (skips time); nothing random was found.
- **Uses Urgency and Pressure** No. The creator's listing and its 9 badges show no daily reward streak, countdown timer, or limited-time shop for this game.
- **Uses Loot Boxes** No. None of the 14 game passes or 94 one-off purchases in the store list are random draws; every item names exactly what it gives.
- **Monetization Summary** Paying is a shortcut to looks and a VIP room, not a requirement to compete or win, so there is no pressure to spend to keep up with other players.
- **Complaints & Regulatory Actions** No FTC, state attorney general, or class-action case naming Dress To Impress or the Dress To Impress Group was found as of October 29, 2026.

WHAT IT SELLS

14 one-off passes and 94 repeatable purchases, priced from 1 to 4500 Robux (about $0.01 to $56.14).

Roblox's own store list, checked 2026-10-29.

No purchase in the store list is described as random.

ITEM	PRICE	TYPE
VIP Pass	799 Robux (about $9.97)	One-off
Haunting Beauty	449 Robux (about $5.60)	One-off
x2 Money	399 Robux (about $4.98)	One-off

ITEM	PRICE	TYPE
Queen Of Hearts	399 Robux (about $4.98)	One-off
Moonlight Butterfly	379 Robux (about $4.73)	One-off
Custom Makeup	349 Robux (about $4.35)	One-off
Sweet Berry Set	349 Robux (about $4.35)	One-off
Materials+	299 Robux (about $3.73)	One-off
Moongazer Set	299 Robux (about $3.73)	One-off
Denim Set	299 Robux (about $3.73)	One-off
Rich Girl Set	299 Robux (about $3.73)	One-off
French Luxury Set	279 Robux (about $3.48)	One-off
Money Tier 5	4500 Robux (about $56.14)	Repeatable
Seasonal Tier 5	4500 Robux (about $56.14)	Repeatable
Seasonal Tier 5 Prop	4500 Robux (about $56.14)	Repeatable
VIP Permanent Gifting Prop (x5)	3995 Robux (about $49.84)	Repeatable
VIP Permanent Gifting Prop (x3)	2397 Robux (about $29.90)	Repeatable
Queen Of Hearts Gifting Prop (x5)	1995 Robux (about $24.89)	Repeatable
x2 Money Gifting Prop (x5)	1995 Robux (about $24.89)	Repeatable
Custom Makeup Gifting Prop (x5)	1745 Robux (about $21.77)	Repeatable

Dollar figures are approximate. Roblox sells Robux in packs; the smallest is 400 Robux for $4.99 as of 2026-10-29, larger packs cost a little less per Robux, Premium members get extra, and Roblox can change these prices at any time. Check the price in Roblox before deciding anything on a dollar figure. Showing the randomized and most expensive items.

EVIDENCE AND SOURCES

1. **Roblox** – [🎃 NEW QUEST] Dress To Impress
Published: 2023-10-18 · Updated: 2026-10-28 · Accessed: 2026-10-29
https://www.roblox.com/games/15101393044/NEW-QUEST-Dress-To-Impress

WHAT WE COULD NOT CONFIRM

- We could not confirm what free in-game currency exists or what it can be spent on.
- We could not confirm how Money Tier purchases compare to any free currency earned by playing.

WHO THEY MEET

Who They Meet

Topline: Your child can share a dress up room with up to 13 strangers, talk by voice if their account allows it, and the creator links out to a Discord server and a 10 million member Roblox community.

WHY IT MATTERS

Even though trading scams are not a risk here, your child can still end up talking to strangers by voice in a public room of up to 13 people. The bigger pull may be outside the game entirely, on the creator's own Discord and its huge Roblox community page and forum.

WHAT YOU CAN DO

- Check your child's Roblox account settings to see if voice and text chat are turned on for them.
- Ask your child whether they have joined the Dress To Impress Discord or community page.
- Consider buying a private server for about $1.25 a month if you want friends-only play.

COMMUNITY AND FORUM

This game belongs to a Roblox community with 10,291,181 members. Its page is on Roblox but outside the game, and it has a forum switched on with 4 categories, which makes it a second place where a child can run into people they don't know. The newest post we saw was dated Oct. 28, 2026. Posting, commenting, or replying in a Roblox community forum requires an account aged 13 or older that has completed Roblox's age check. Accounts that have not can still read posts and react to them. See the community page on Roblox.

Roblox's rule as of 2026-10-07, explained in Roblox's Community Forums help page. Community and forum checked 2026-10-29 from Roblox's official record.

WHAT WE FOUND

- Social & Chat Risks
- **Social & Chat Risks** Up to 13 people share a server, so your child is almost always playing next to strangers, not just friends. Roblox's own record for this game shows voice chat is switched on by the creator, and an Apple App Store article names this game as a place '13 or older' players can use voice chat to talk about style. Whether your child can actually use it depends on their own account's age check and your settings, which are covered in the separate controls section of this report. We could not confirm from the creator's listing whether text chat is also on in this game.
- **Trading & Item Scams** Trading is not a feature. Nothing in the official store list, the creator's badges, or the game's listing shows a way for players to trade or give each other items.
- **Off-Platform Pull** The game's own Roblox page links out to a Discord server, a chat app outside Roblox's moderation, so your child can be pulled into a place adults also use. The creator also runs a Dress To Impress Group community page on Roblox itself, outside the game, with over 10 million members that anyone can join in one click; it has an active forum with four sections where, starting at age 13 with an age check done, your child could post and read replies from people they do not know. Search results also turned up several unofficial fan-run 'farming' communities using this game's name with hundreds of thousands of members each, which are not run by the real developer.

- **Playing With Friends vs Strangers** A private, friends-only server costs about $1.25 (100 Robux a month) and lets your child invite only people they choose, by default only friends can join if your child is under 13. Outside a private server, the main dress up rooms, voting, and catwalk game modes run in public servers with strangers.

PRIVATE SERVERS

Roblox listed more than 10 private servers running for this game when we checked, so a friends-only way to play exists. A private server costs 100 Robux a month (about $1.25). 2026-10-29

EVIDENCE AND SOURCES

1. **Roblox** – [🎃 NEW QUEST] Dress To Impress
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   https://www.roblox.com/games/15101393044/NEW-QUEST-Dress-To-Impress
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   https://www.roblox.com/communities/17264167/Dress-To-Impress-Group
4. **Roblox** – Private / VIP Servers FAQ
   Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
   https://en.help.roblox.com/hc/en-us/articles/205345050-Private-VIP-Servers-FAQ

WHAT WE COULD NOT CONFIRM

- Whether a parent's Roblox settings can block joining this creator's community page or its forum is not settled here.

YOUR SETTINGS

What You Can Control

> **Topline:** Roblox's own settings cover chat, spending, and blocking this game, but they do not reach a browser link, a friend's device, or the creator's Discord.

WHY IT MATTERS

Your Roblox settings are real, but they only work inside the Roblox app on your child's own account. A friend's device or an outside chat app can undo every setting you picked.

WHAT YOU CAN DO

- Turn on Roblox's monthly spending limit before your child buys any Robux items in this game.
- Set experience chat to off or trusted-friends-only if you want to limit who your child talks to.

- Ask your child whether they use the game's linked Discord, since your Roblox controls cannot reach it.

WHAT WE FOUND

- **What the Label Gates** A 'Minimal' label means even the youngest Roblox Kids accounts (ages 5 to 8) can open this game by default, and you can still block it by name.

ROBLOX SETTINGS THAT COVER THIS

- In Parental Controls you can turn chat off, set a monthly Robux spending cap (up to 500 Robux a day and 1000 Robux a month for linked kids accounts), and block this specific game.
- Because trading is not a feature here, you do not need the Trading setting; focus on chat, spending, and the individual game block instead.

WHAT SITS OUTSIDE YOUR CONTROLS

- Your child could still play this game on a friend's device or account, where your settings do not apply at all.
- The game's Roblox page links out to Discord, a chat app Roblox's settings and parental controls cannot see or limit.
- There is no separate downloadable app for this game, so the Roblox app itself is the only door in, but a private server (about $1.25 a month) is still reachable once inside.
- **Second Rating** Not applicable. This game is not sold as a standalone app on the App Store or Google Play, so it has no second age rating to compare.

CONTROLS ON YOUR PLATFORM

These settings belong to the console or store rather than to the game, so they apply to everything your child plays on it – and they are set outside the game, not in it.

Roblox Roblox Parental Controls (linked parent account)
Every setting that matters is on the parent's linked account, not the child's device, and they cover Roblox's own features, including chat inside games. What a creator builds for a game themselves, such as its own trading system or its own chat system, and anything off Roblox, like a Discord server, is outside them.

Where to set it: A parent creates their own Roblox account, verifies their age, and links it to the child's account. Everything below is then set from the parent's own account at Settings > Parental Controls > [child's account], on any device, and applies to the child everywhere they play. There is no device PIN; the linked parent account is the control.

What it can and cannot do:

- The Parent Account Is the Control, Not the Device
- Account Type Sets What a Child Can Open
- Any Single Game Can Be Blocked
- Chat Is Four Separate Switches, and None Reach Creator-Built Chat
- Roblox's Trading Settings Do Not Cover Trading Inside a Game
- Roblox's Own Scam Rule
- A Monthly Spending Cap, and Alerts That Start at $100
- A Daily Time Limit That Actually Stops Play
- Friends List and Private Servers Are Visible and Controllable
- The Web Player Will Sidestep Device Family Settings

Step-by-step for each of these is in the online report: inside.health-e-habits.org/?t=%5B%F0%9F%8E%83%20NEW%20QUEST%5D%20Dress%20To%20Impress

EVIDENCE AND SOURCES

1. **Roblox** – Parental Controls
Published: Not listed · Updated: 2026-08-11 · Accessed: 2026-10-29
https://about.roblox.com/parental-controls

2. **Roblox** – Parental Controls Overview
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3. **Roblox** – Safety FAQs
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4. **Roblox** – [🎃 NEW QUEST] Dress To Impress
Published: 2023-10-18 · Updated: 2026-10-28 · Accessed: 2026-10-29
https://www.roblox.com/games/15101393044/NEW-QUEST-Dress-To-Impress

WHAT WE COULD NOT CONFIRM

No items were confirmed.

WHO IS MINDING THE ROOM

Who Made This

Topline: One small, very popular dress up game is run by a single Roblox community called Dress To Impress Group, which Roblox has verified but which has had public controversies.

WHY IT MATTERS

This game is run by one small team, not a big studio with a dedicated safety department. A past public dispute shows the creator has had to manage angry players over broken promises, which says something about how events here are handled.

WHAT YOU CAN DO

- Look up the creator's community page together to see recent announcements before your child spends time or money here.
- Ask your child what happened during any past in-game event controversy they mention, since this creator has had public blowups before.
- Check back on this game's news coverage occasionally, since a small team runs it with no stated outside safety partner.

CREATOR FACTS

Creator	Dress To Impress Group (a group or studio)	Roblox verified badge	Yes

Running since	2023-10-18 (3 years)	Last updated by creator	2026-10-28 (yesterday)
Total visits	11,260,374,064	Playing when we looked	68,631
Players per server	13	Community members	10,291,181
Joining the community	Open to anyone, free	Other games by this creator	None, this is the only one

Want to learn more about the game? Open the Dress To Impress Group community page on Roblox. Anyone with a Roblox account can look around, and joining is free. Members see the creator's announcements, and the community has a forum where players talk about the game.

From Roblox's game record, 2026-10-29. A verified badge means Roblox confirmed the account's identity; it is not a safety rating.

IN THE NEWS

Checked PBS, NPR, NBC News, CBS News for coverage since 2024-10-29. Nothing notable turned up.

WHAT WE FOUND

- **Creator** Dress To Impress Group is a Roblox community with a Roblox verified badge, not a big company. It has been running since 2023 and was updated as recently as October 28, 2026. It is huge, with over 11 billion total visits, and it is made purely for fun, not for any stated learning or charity goal.
- **Track Record** This is the only game this community has published on Roblox. In August 2025, the outlet Vice reported that an in-game Lady Gaga event sparked player anger after most fans could not actually join the advertised meet and greet. We found no official statement from the creator about how it moderates the game beyond Roblox's own platform-wide safety tools. We found no record of formal legal action or a regulator investigation naming this game or its creator.

EVIDENCE AND SOURCES

1. **Vice** – Dress to Impress Lady Gaga Event Sparks Outrage With Roblox Players
Published: 2025-08-25 · Updated: Not listed · Accessed: 2026-10-29
https://www.vice.com/en/article/dress-to-impress-lady-gaga-event-sparks-outrage-with-roblox-players/

WHAT WE COULD NOT CONFIRM

- We could not confirm whether the creator has any written moderation policy beyond what Roblox provides platform-wide.
- We could not confirm the identity or background of every individual behind the Dress To Impress Group account.

PLAYING TOGETHER

Playing Together

Topline: This is a timed dress-up contest where your child builds an outfit to a theme and strangers judge it, so it is easy to turn into a real conversation about style and competition.

WHY IT MATTERS

At its core this is your child being judged on looks by strangers every few minutes, which can feel exciting or stressful depending on the day. Talking about themes, rounds, and rankings gives you an easy, natural way in without needing to understand the game yourself.

WHAT YOU CAN DO

- Ask your child to show you one round of Style Showdown so you can see how judging works.
- Browse the game's community page together to see current trends and news players are talking about.
- Try the five-minute closet challenge at home before or after your child plays, so the idea feels familiar.

WHAT WE FOUND

- **Positive Features** Your child practices matching colors and patterns, making quick style choices under a time limit, and reading a written theme and planning around it.

QUESTIONS TO ASK YOUR KID

- 'What was today's theme in Style Showdown?' (Context: Style Showdown is the main timed contest where everyone builds an outfit to match one theme before time runs out.)
- 'Did you make the podium this round?' (Context: once time is up, other players score and rank every outfit, so finishing off the podium means losing in front of the whole group.)
- 'Are you playing on a Pro Server tonight?' (Context: Pro Servers group higher-ranked players together, so the outfits and the social pressure to win are taken more seriously there.)
- 'Did you check out the VIP Room today?' (Context: the VIP Room only opens after buying a one-time 799 Robux, about $9.97, pass, and it holds clothes players cannot get for free.)

OFF-SCREEN ACTIVITIES WITH THE SAME APPEAL

- Run a five-minute themed outfit challenge at home with real clothes from the closet, then vote on a winner together, echoing the timed theme-and-judge round in the game.
- Book a kids' fashion design or sewing class at a local community center or craft store, which taps the same love of putting a look together.
- Take a family trip to a thrift or consignment shop to hunt for pieces for a themed outfit, echoing the boutique full of clothes players search in the game.

- **Can You Co-Op?** You and your child can join the same server on a computer, phone, tablet, Xbox, PlayStation, or VR headset, since the game supports all of these together, up to 13 people per server.
- **If the Answer Is Not Yet** This game already carries Roblox's gentlest label, Minimal, so there is no gentler Roblox alternative to point you to. We found no books, shows, or comics set in its fashion-show world.

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1. **Roblox** – [🎃 NEW QUEST] Dress To Impress
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4. **ESRB** – Level Up with ESRB: Talkin' Ratings - Roblox and Diverse Content
   Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
   https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/

WHAT WE COULD NOT CONFIRM

- We could not confirm whether reaching a Pro Server depends on rank earned by playing, paying, or both.

Practical Recommendations

Realistic actions to support informed, age appropriate gaming boundaries.

- Turn off chat in Roblox parental controls to limit talking with strangers.
- Set a monthly Robux spending cap, even though spending is not required to win.
- Buy a private server for about $1.25 a month for friends-only play.
- Ask your child about the Discord link and the 10 million member fan group.
- Block this specific game in parental controls if you decide it is not a fit.

Complete Source List

Sources used across the report, with access dates and direct links.

1. **Roblox** – [🎃 NEW QUEST] Dress To Impress
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12. **Vice** – Dress to Impress Lady Gaga Event Sparks Outrage With Roblox Players
Published: 2025-08-25 · Updated: Not listed · Accessed: 2026-10-29
https://www.vice.com/en/article/dress-to-impress-lady-gaga-event-sparks-outrage-with-roblox-players/

13. **Google Play** – Why everyone's talking about Dress to Impress
Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
https://play.google.com/store/apps/editorial?id=mc_games_editorialevergreen_dress_to_impress_roblox_fcp&hl=en_US

14. **ESRB** – Level Up with ESRB: Talkin' Ratings - Roblox and Diverse Content
Published: Not listed · Updated: Not listed · Accessed: 2026-10-29
https://www.esrb.org/blog/level-up-with-esrb-roblox-and-diverse-content/

Words in this report

maturity label: Roblox's own rating for a game: Minimal, Mild, Moderate, or Restricted. Set by the creator's answers, checked by Roblox.

ESRB: The US ratings board for games (E, E10+, T, M). The letter is a starting point; the descriptors under it say why.

Robux: Roblox's money. Bought with real dollars, spent inside any game. About 80 Robux to the dollar, which makes prices hard to feel.

creator: Whoever made the game: anyone from a solo teenager to a studio. Roblox hosts it; the creator decides how it works.

server: A shared online space where players meet. A public server is open to strangers; a private one is invite-only.

trading: Swapping items with other players. Where it exists, scams follow: lopsided trades and fake trading hubs.

text chat: Typed messages between players inside the game.

private server: An invite-only copy of the game, often paid for monthly, where only people the owner allows can play.

badge: An award for doing something in a game. Collecting them is a common reason to keep playing.

login streak: A bonus for showing up every day. Skip a day and the streak resets, which is the point: it makes stopping feel like losing.

game pass: A one-time purchase inside a game that unlocks something for good: an ability, an area, a perk.

virtual currency: Game money bought with real money (V-Bucks, Minecoins, Robux). Odd bundle sizes make the real cost hard to feel.

voice chat: Talking out loud to other players through a headset or mic. Whether a child can use it depends on their account settings and on whether the game has it switched on.

Educational report – not medical or legal advice. Verify anything decisive on the publisher's own pages.