



A service of the advertising industry and Council of Better Business Bureaus

Advertising Industry Self-Regulation

*COPPA: What The Newly Revised Rule
Will Mean For Kids marketing And
Beyond*

**Children's Advertising Review Unit
(CARU)**

What is CARU?



CHILDREN'S
ADVERTISING
REVIEW UNIT

CARU

- 30 plus years – Self-Regulatory Leader
- Balancing Protecting Children, Responsible Advertising and Safety on the Internet
- First Safe Harbor Program approved by the FTC
- Since COPPA, CARU has had over 200 cases involving privacy related issues



CHILDREN'S
ADVERTISING
REVIEW UNIT

COPPA MODIFICATIONS

- **What do they mean to Operators?**
 - New definitions to implement
 - Developing possible new ways to obtain verifiable consent especially for Apps
 - Possible new contractual arrangements with vendors and others who may collect information on websites
 - Pre-existing remnants – e.g., photos, audio files, etc.



COPPA MODIFICATIONS

- **What do they mean to CARU?**
 - Continued monitoring
 - Will collaborate with the Online Interest-Based Advertising Accountability Program to monitor the use of persistent identifiers over time and across websites
 - Safe Harbor Program changes



COPPA MODIFICATIONS

- **Implications beyond children**
 - Definitions
 - Disclosures in website privacy policies
 - Safe Harbor – model for going forward



Thank You!

