

# • COPPA AND YOUR CHILD'S PRIVACY •

## WHAT IS COPPA?

Originally enacted in 1998, COPPA stands for the Children's Online Privacy and Protection Act. COPPA is the law that puts parents in control of what personal data and information companies can collect from children under age 13.



## WHY UPDATE COPPA?

Technology has changed drastically since 1998. To protect our kids' privacy from online marketers and tracking, we must update COPPA's rules to cover mobile devices, social networks, and online gaming.



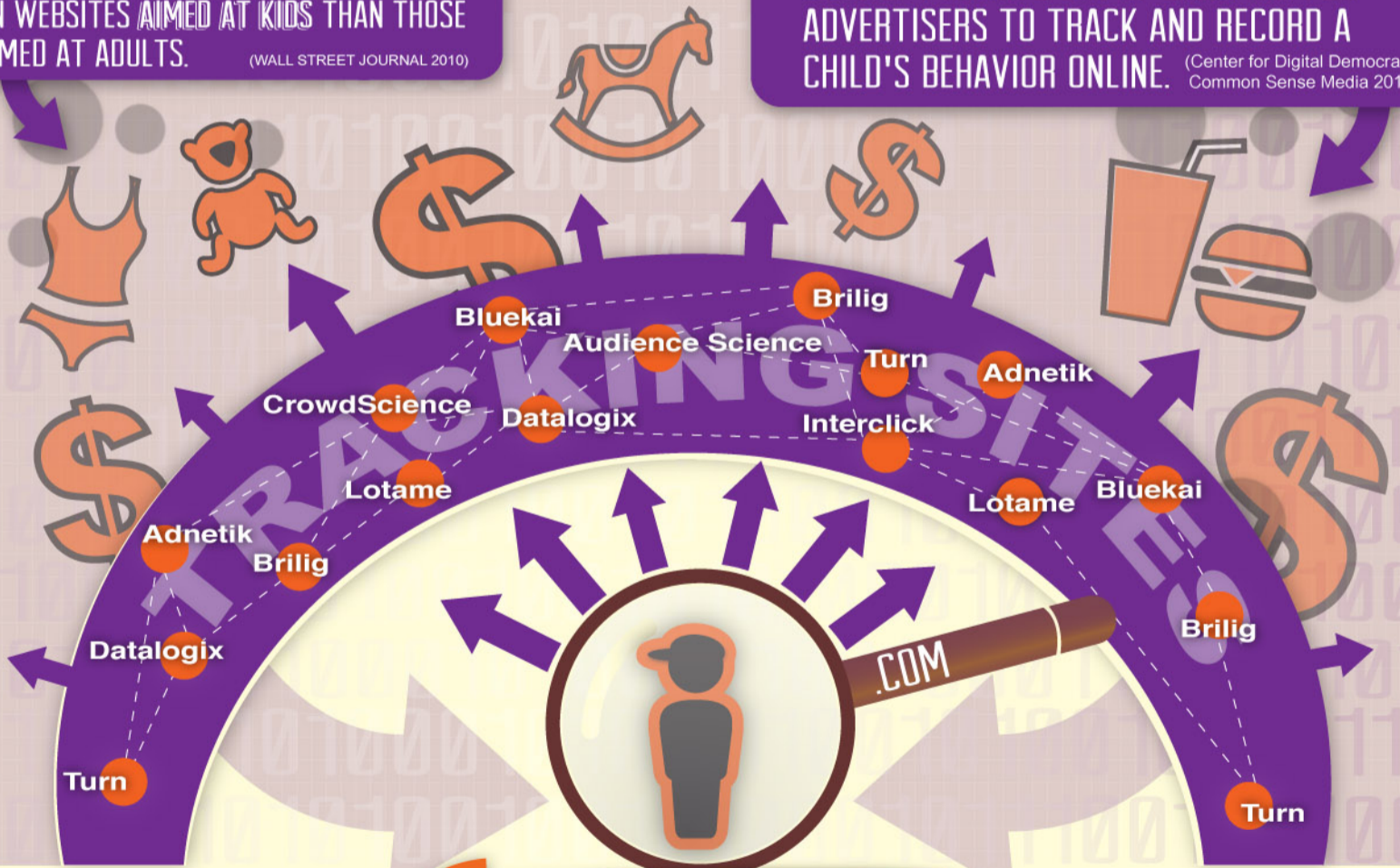
## BIG DATA, LITTLE KIDS!

Today a simple click on a website allows companies looking for detailed information about your child to track their activities while they surf, play and learn online. This information is of great value to marketers looking to sell junk food, entertainment, and more.

**Updating COPPA will keep parents in control of how – and by whom – your child's personal details are shared via this digital web.**

THERE ARE 30% MORE TRACKING COOKIES ON WEBSITES AIMED AT KIDS THAN THOSE AIMED AT ADULTS. (WALL STREET JOURNAL 2010)

90% OF PARENTS SAY IT'S NOT OK FOR ADVERTISERS TO TRACK AND RECORD A CHILD'S BEHAVIOR ONLINE. (Center for Digital Democracy/ Common Sense Media 2012)



## JOIN OUR CAMPAIGN

Join our campaign by *signing and sharing* our petition to send a strong message to the FTC that we support these important rule changes. Keep parents—not companies—in control of children's personal information when they are online.

For more information about how to protect your kids' online and mobile privacy, please visit [www.commonsense.org/privacy](http://www.commonsense.org/privacy), or [www.democraticmedia.org](http://www.democraticmedia.org).



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