

CIPA Training – Round #2

Privacy Rules & Personal Information

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Protecting Children

KEEP YOUR KIDS
SAFE Online



- ▶ Children's websites must protect kids privacy
- ▶ **Private information** – information that can identify YOU
- ▶ **Privacy policy** – a legal document that explains how a website gathers and uses your private information
- ▶ **Seal of Approval** – a sign or stamp that states that a website, company, or group meets a certain set of standards and is doing a good job.

Private Information Revisited

- ▶ Full name
- ▶ Home Address
- ▶ Phone Number
- ▶ School name or address
- ▶ Email Address *
- ▶ Social Security Number (SSN)
- ▶ Birthday
- ▶ Passwords

* *May be required to register to a website*

COPPA

is an Acronym for

Children's Online Privacy Protection Act

- ▶ United States law requires website owners to protect the private information of children 13 and younger.
 - ▶ *Has content meant for kids 13 and younger*
 - ▶ *Asks kids for private information*
- ▶ Purpose is to protect kid's personal (identifiable) information
- ▶ Website must post a link to a privacy policy
 - ▶ *It must be clear and prominent*
 - ▶ *Explain how the website protects children's privacy and safety*
- ▶ BBB and TRUSTe – review children's websites to make sure they are protecting kids.
 - ▶ *Their seals of approval may be on the site*



Let's Check Out These Sites

- ▶ [Disney's Club Penguin](#)
- ▶ [DIY](#)
- ▶ [Maggie's Earth Adventure](#)
- ▶ [Nickelodeon](#)

