



United States of America
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Privacy and Identity Protection

VIA FEDERAL EXPRESS

May 15, 2013

NAME, TITLE
COMPANY
ADDRESS
CITY

Dear X:

One or more of your mobile apps may be directed to children, and may collect photographs or videos of them or recordings of their voices. Important changes to the Children's Online Privacy Protection Rule¹ take effect on July 1, 2013. The staff of the Federal Trade Commission (FTC), the federal agency that enforces the Children's Online Privacy Protection Act (COPPA),² wants to help ensure you are aware of those changes and your compliance responsibilities.

Please note that we have not yet evaluated your apps or your company's practices to determine if they comply with COPPA as it is now – or as it will be starting July 1, 2013. We are sending you this letter to both alert you to the upcoming COPPA Rule changes and to encourage you to review your apps, your policies, and your procedures for compliance.

The revised COPPA Rule requires all developers of apps that are directed to children under 13 – or that knowingly collect personal information from children under 13 – to post accurate privacy policies, provide notice, and obtain verifiable parental consent before collecting, using, or disclosing any “personal information” from children.

Until now, “personal information” has included such categories as a first and last name, a home or other physical address including a street name and the name of a city or town, an e-mail address, a telephone number, or a Social Security number. But as of July 1, 2013, the definition of “personal information” will broaden to include a photograph or video with a child's image, or an audio file that has a child's voice. It also will include screen or user names that function as online contact information, and persistent identifiers, such as cookies, IP addresses and mobile device IDs, that can recognize users over time and across different websites or online services

¹ The COPPA Rule is published at 16 C.F.R. Part 312.

² The law is published beginning at 15 U.S.C. § 6501.

