



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 in the United States, and may collect photographs or videos of them or recordings of their voices. Important changes to the Children's Online Privacy Protection Rule<sup>1</sup> take effect on July 1, 2013. The Children's Online Privacy Protection Rule implements the Children's Online Privacy Protection Act (COPPA).<sup>2</sup> COPPA and its related rules apply to foreign-based Web sites and online services

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 (subject to certain important