

**Statement of FTC Chairman Jon Leibowitz
Updated FTC COPPA Rule
December 19, 2012
(As Prepared for Delivery)**

At the Federal Trade Commission we take seriously our mission to protect the privacy of all consumers, but we take special care discharging our duty to safeguard

Congress enacted

have an insatiable desire to collect information, even from kids.

Our children deserve better, and our great American technology companies understand that they can do better.

And they will.

Today, we bring critical change to the Rule, by broadening and clarifying the obligations imposed by COPPA on companies to empower

an important sliver, a small, Congressionally-mandated oasis sheltering personal privacy, one in which websites must respect the privacy of the most vulnerable and precious among us, by allowing parents the tools they need to watch their children online, but in a way that supports letting the Internet continue to serve as a wellspring of vibrant, rich, social, and interactive environments and content for children and adults alike.

implement your vision.