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 <u>all</u> 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

with us to help develop these Rules in a collaborative, open, and empirically grounded way.

Let me commend also the members of the FTC staff who spent countless hours to put this new Rule together, several of whom are present today, including Mary Engle of our Ad Practices Division. Many of us who worked on COPPA are at the same time parents, avid users of the Internet, citizens, and civil servants.

Just like you, we want a Rule that will protect innovation, and we think we have crafted one. Just like you, we want a Rule that will foster safe and vibrant spaces for children that are beneficial for learning and growth without creating a sanitized version of the Internet for older kids and adults, and we think we have struck that balance. Just like you, we want a Rule that will support diverse and free services online, and we think we are offering one today.

And, l this Rule, advertisers and even ad networks can continue to advertise, even on sites directed to children. Business

of us we

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.