



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

Office of the Secretary

February 11, 2014

For Commission approval, self-regulatory guidelines must include: (1) a requirement that participants in the safe harbor program implement substantially similar requirements that provide the same or greater protections for children as those contained in the Rule; (2) an effective, mandatory mechanism for the independent assessment of the safe harbor program participants' compliance with the guidelines; and (3) disciplinary actions for noncompliance by safe harbor participants.⁴ The Commission has determined that kidSAFE's application for status as a safe harbor program and its KSP Program satisfy these three criteria.

The Commission therefore is pleased to approve kidSAFE's application as a COPPA safe harbor program. This program will help expand the implementation of the recently amended COPPA Rule, and we look forward to working with kidSAFE and the other safe harbor programs to provide important protections for children's online privacy. The Commission reserves the right to revoke this approval if at any time it determines that the approved self-regulatory guidelines and their implementation do not, in fact, meet the requirements of the Rule.

By direction of the Commission.

Donald S. Clark
Secretary

⁴ 16 C.F.R. § 312.11(b).