

United States of America
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Bureau of Consumer Protection
Division of Privacy and Identity Protection

April 26, 2018

VIA EMAIL AND

The Federal Trade Commission, the federal agency that enforces COPPA, wants to ensure that you are aware of your compliance responsibilities under COPPA and to encourage you to review your online service, your policies, and your procedures for compliance. COPPA's requirements are not just applicable at purchase, but are ongoing. For example, COPPA requires that companies that collect personal information from children take reasonable measures to secure that information. To learn more about the law's requirements, please refer to the FTC's compliance guide, located at <https://www.ftc.gov/tipsadvice/businesscenter/guidance/complyingcoppafrequentlyaskedquestions>. Other useful resources may be found at <https://www.ftc.gov/tipsadvice/businesscenter/privacyandsecurity/children%27s-privacy>.

We hope that you will take the necessary steps to ensure that your company does not collect personal information from children other than in accordance with COPPA. Please feel free to contact my colleague Megan Cox if you have any questions. She can be reached at +1 202-326-2282 or mcox1@ftc.gov.

Sincerely,

Maneesha Mithal
Associate Director
Division of Privacy and Identity Protection

cc: Apple iTunes, Google Play Store