

Protecting Children Online and On Mobile
Commissioner Terrell McSweeney
CARU Annual Conference Keynote Speech
Wednesday October 1, 2014

Thank you Lee, for that kind introduction, and thank you for joining me today. I'm delighted that you're here, and I'm honored to speak to you. I am the new FTC Commissioner-- I've been in Chicago for a while.

I've enjoyed joining the Commission, and I'm looking forward to working with you. Last Friday we celebrated the 100th anniversary of President Woodrow Wilson signing the FTC Act. As I've mentioned, I've been in Chicago for a while, and I've been involved in helping to build the FTC. While he and he achieved the FTC's first major victory, the highly respected 21st century FTC, I think he certainly did appreciate that the FTC's first major victory was the creation of the FTC. That's what I'd like to talk about today, and how we're protecting children is a big part of that.

First, let's talk about the digital divide. I have a personal interest in this, and I have a lot of experience in the digital marketplace. I've been in the digital marketplace for a long time, and I've seen how it's changed. The digital marketplace has changed, and it's changing. The digital marketplace is becoming more and more important, and it's becoming more and more important. The digital marketplace is becoming more and more important, and it's becoming more and more important.

Protecting children is a personal priority of the entire Federal Trade Commission. All of our efforts to protect children are focused on ensuring that they can make the most of their digital lives. We're working to ensure that they can make the most of their digital lives. We're working to ensure that they can make the most of their digital lives.

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I wrote that the FTC is trying to engage children and their parents in their own lives. It is critical for parents to talk to children about their privacy and access to the internet, and to help them understand their rights and how to protect them.

In many cases, when parents do not take the time to talk to their children about privacy, they may be surprised to find out that their children have already given out their personal information.

Even if children know they are supposed to be careful, they may not be able to resist the temptation of a free game or a new app. And he found that parents often do not have the time or energy to talk to their children about privacy. He also found that many parents are not aware of the risks of their children's online activities.

I also wrote that the FTC has been successful in its efforts to protect children's privacy. The agency has issued several rules and guidelines, and has taken action against companies that have violated these rules. However, there is still much work to be done to ensure that children's privacy is protected.

Snapchat is a popular app among children, and it has been found to be particularly risky. Snapchat allows users to send photos and videos that disappear after a short period of time. This makes it difficult for parents to monitor their children's activities. The FTC has issued guidelines for parents on how to help their children use Snapchat safely.

The FTC has also issued guidelines for parents on how to help their children use social media safely. These guidelines include: talking to children about the risks of social media, setting privacy settings, and monitoring their children's online activities. The FTC also provides resources for parents to help them understand their children's online activities.

The FTC also enforces the Children's Online Privacy Protection Act (COPPA). COPPA requires companies to obtain parental consent before collecting personal information from children under the age of 13.

received fee in-app currency
alleged that Tinoco received complaints
regarding the app and that the company did
compliance in COPPA after receiving such information

ange finding he added We further
any parents of children under the age of 13
not take appropriate measures

I am not sure that while the Commission
presents privacy concerns
regarding inappropriate development
and activities for children. Therefore, will con
sider which we can achieve both of these goals

not states that the COPPA Rule
for children, that the Commission recognizes the rule in
sited and is a part of the Commission's direct
involvement in finding ways

While we generally think of the COPPA Rule as
implementing the Children's Online Privacy Protection Act, the COPPA Rule also has
a data security component that is not
being particularly emphasized and
confidentiality and in general
certainty in the Rule expanded his pr
posal information to companies that are cap
able and that are aware of what they will do

a privacy guideline - after all, it is the
purpose of the COPPA Rule also has
been. In fact the Rule includes a pr
and a reasonable expectation of the
to personal information collected from children. The
in, being particularly clear children's
able to keep it secure and confidential,

In COPPA case against Rok Yun in 2012, we alleged that Rok Yun violated his
part of the Rule - and he has been
practices that are not known as
beach that protect 32 million email addresses and passwords. It takes effect that
the COPPA Rule has a data security component
security. Unfortunately, it is a
concept of privacy

and failed to
ably foreseeable attacks being in a
that
, because we want the privacy guideline
ded by conflating it with the

Privacy is about what companies are in
Consent to know information bei
log? Why? Is it being collected? And
and a mobile phone? Is someone compiling a database of shopping habits? Did have
the privacy policy
nots of information?

involving information
ng collected? Is it being sold, and from
that. Am being tracked as if the ob

Data security on the other hand, is about
information from, like hackers and h
effective privacy practices - el
issues - that if that company has
practices that protect

data companies trying to protect
issues. You can have a company that has
not collecting and in how
credit card number and is storing enough to

Data security is not necessarily
regarding the information
predict how much a company

is generally possible for a company
is being adequately protected. And it can be possible to
will be breached in

The ease with which I think data security
practices in the industry about information

is important that
not collecting, but if a company can make all the
it does not keep that

information, hence, is all for might This is the case that
Children's Privacy Act a self-regulatory body
companies have available data sources. Data scientists re-use all
is the level of security depends on the size and capabilities of
organization, and the sensitivity of the information being gathered. But
gather information collected from about children falls in the category of
highly sensitive information.

I am not backing CARU and all the provisions of the
Self-Regulatory Council for advertising and pricing advertising.
The Commission's self-regulatory. The ASRC provides an effective
and efficient means of advertising and public disclosure including in
measures the FTC does have enforcement as CARU's Children's
Food and Beverage Advertising Initiative, which establishes standards for
the advertising of food to children. We know that CARU's initial guidelines
effective at the beginning of the year and were being followed and impacted
advertising to children. We hope to see continued progress.

With that, I'll end, and I am happy to take any questions.