

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 on the
 here day. I delighted that he got to speak to Assembly. I am
 he next FTC Commissioner-- I am in a life of Chicago

I enjoyed joining the Commission on Wednesday. Last Friday we celebrated
 the 100th anniversary of President Woodrow Wilson signing the FTC Act. As I
 being about I can do help build that Wilson to take 6,000 apps
 While he and he achieved the FTC that anticipated a bill he introduced
 able, highly respected 21st century. I think they certainly did appreciate that the
 FTC's impact on consumers and companies. I think that along with the economy
 That's what I'd like to talk about today. What's ahead in protecting children is
 being.

First full disclosure. I have a personal interest in this as an FTC
 Commissioner because of all children. I have first-hand experience raising tech-
 nologically savvy children. I'm raising them in all kinds of ways so they can benefit
 from the advantages that technology has to offer. At the same time, I want to
 make sure that digital privacy and security are being protected and that they are not being influenced by
 the negative aspects of advertising and media.

Protecting children is a personal priority of the entire Federal Trade Commission. All efforts to protect children are
 coordinated by central hearing panels and case groups that are made up of staff and
 adequate information that they can make

pend eal may ial gds Theyie
hatblthe line been hatceat

childrenbainial iesim cree
al mayard hatceal may

For eaph, he 'AirPenguin' app
Pte thelp an anied penguin a his fairly making ice caps by ping frie beg
tice beg. The gamincldea seen selling
fih. The seen dostrtain any dlarigns
any bhe its Bing parbear and penguins
eal may ih he lages available qnt

children tje ygh he icy Sh
parbear penguins a nd aies qites b
herdesipio bhe eal-may b
ctial cancy bbying fih co
it b 20,000 fih canyng a price ag b \$49.99.

As an here eaph, he Ice Age Village app
ih in istoffe by chance sfrm the anied Ice Age' was
Shp ifesial iesah as anial fre
cein and bial cancy eiher t'in
ial ies shee is real-may chage.
hey ae chaged eal may and he lages
hemmer heirpaent -back \$99.99.

let children amage an ice-age habitat
The in-gam
nds bldings on land, each b hich can
stics" When children pahas hee
B then children pahas he cins acts
qites (4,200 acres 2,100,000 cins) ill st

Of co, hee shing ng ih a bn
phass ih eal may Deelpes offer
tate heirffings beher ihgh a
pblensh canae rtion ade qe
ae axilable, and hen children ae able tgo

ile appidng he capability
heir appatnet b en need tfind a ay
doring in-app phass B that isa
nce bhe fact that sh in-app phass
n sending fees ih to en needng t'ntu

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, the children may be in a position where they are not able to make informed decisions about their privacy.

Even if children knew they were being tracked, they may not be able to understand what that means or how to protect themselves. And the fact that they are being tracked may be a significant factor in their decision to use a particular app or service. Children are often not able to understand the implications of their choices, and they may be able to take steps to protect their privacy, but they may not know what those steps are.

I also wrote in a recent FTC report that Snapchat is a highly popular app that has become a major part of many children's lives. Snapchat has a high rate of use, and it is often used for sharing photos and videos. Snapchat has a feature called "disappearing messages" that allows users to send messages that disappear after a certain amount of time. This feature is popular with children because it allows them to share photos and videos without having to worry about them being saved or shared with others. Snapchat has also been criticized for its lack of privacy protections, and for its use of targeted advertising.

Snapchat is a popular app for children, and it is often used for sharing photos and videos. Snapchat has a feature called "disappearing messages" that allows users to send messages that disappear after a certain amount of time. This feature is popular with children because it allows them to share photos and videos without having to worry about them being saved or shared with others. Snapchat has also been criticized for its lack of privacy protections, and for its use of targeted advertising.

The FTC has issued guidance for parents on how to help their children understand their privacy rights and how to protect them. The FTC has also issued guidance for app developers on how to protect children's privacy. The FTC has also issued guidance for schools on how to help their students understand their privacy rights and how to protect them. The FTC has also issued guidance for parents on how to help their children understand their privacy rights and how to protect them.

The FTC also has a number of other resources for parents and children. The FTC has a website called "Kids' Privacy" that provides information about children's privacy rights and how to protect them. The FTC also has a number of other resources, including a "Parent's Guide to Children's Privacy" and a "Children's Privacy Checklist".

parents or the personal information of their children. As in all cases, the Commission finalized amendments to the COPPA Rule at the end of 2012, which changes taking effect in July 2013. When the Commission adopted the COPPA Rule in 1999, it was a different place, including the Internet and mobile devices. The platform and technologies and business models have changed significantly since then.

Notwithstanding the fact that I am not a lawyer, I am confident that the FTC's interpretation of the COPPA Rule is correct. The Commission's interpretation of the COPPA Rule is correct. The Commission's interpretation of the COPPA Rule is correct. The Commission's interpretation of the COPPA Rule is correct.

Since the Commission adopted the COPPA Rule, the Commission has updated the COPPA Rule. I did not acknowledge that the Commission has updated the COPPA Rule. I did not acknowledge that the Commission has updated the COPPA Rule. I did not acknowledge that the Commission has updated the COPPA Rule.

We are currently reviewing the COPPA Rule. It is a few weeks ago that we reviewed the COPPA Rule. It is a few weeks ago that we reviewed the COPPA Rule. It is a few weeks ago that we reviewed the COPPA Rule. It is a few weeks ago that we reviewed the COPPA Rule.

While Yelp had an effective age screen for its website that prevented children from

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

and regarding the address. We further
inquired about the children under the age of 13
and the collection of their personal information.

I am concerned that while the Commission
pursues privacy concerns
regarding inappropriate development
and activities for children. Therefore, will con-
sider how we can achieve both of these goals

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

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, the COPPA Rule expanded his pr-
tection of the Rule expanded his pr-
tection of personal information of companies that are cap-
able of keeping it secure and confidential,

a privacy guideline after all, it is the
purpose of the COPPA Rule to protect
children's personal information collected from children. The
Commission's COPPA Rule expanded his pr-
tection of the Rule expanded his pr-
tection of personal information of companies that are cap-
able of keeping it secure and confidential,

In COPPA cases against Roku in 2012, we alleged that Roku violated his
provisions of the Rule and he has
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
that is not particularly emphasized and
confidentiality and in general, the COPPA Rule expanded his pr-
tection of the Rule expanded his pr-
tection of personal information of companies that are cap-
able of keeping it secure and confidential,

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

Privacy is what companies are interested in
Consent to collect information
log? Why? Is it being collected? And
and a mobile phone? Is it being collected? And
the privacy of the information?

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

Data security on the other hand, is about
information that is like hackers and
malicious practices - e.g.
information that is like hackers and
malicious practices - e.g.

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

Data security is not
a goal of the COPPA Rule
predictable which companies

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

The ease with which data security
practices can be implemented

and the COPPA Rule
for children, the Commission recognizes the role in
safety and privacy of children's content
and the role of parents and guardians.

information, hence, 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
information special care and protection

I am not backing CARU and all the provisions of the Advertising
Self-Regulatory Council for important information and pricing advertising.
The Commission's self-regulatory provisions. The ASRC provides an effective
and efficient means of advertising and public disclosure including in
measures the FTC does not enforce. established 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.