

What is COPPA? How the rule helps protect your child's privacy online.

Child identity theft is one of the fastest growing types of ID theft in the country. Children are perfect targets for identity thieves because they have a clean credit history and because the crime could go undetected until the minor becomes an adult and applies for credit of their own. In today's digital age, companies are constantly creating websites designed for kids that ask them to input their personal information. The Children's Online Privacy Act, or COPPA, protects children's personal information on websites and online services.

Parent Tips

The protection of your child's privacy is incredibly important, so use COPPA to your advantage. Make sure that you understand all of your rights under COPPA. Review the privacy policies of the sites your child visits and remember that COPPA only regulates websites directed at children under the age of 13. If a site violates COPPA rules, report abuse to the website administrator. Discuss online defenses with your child and teach them about COPPA. Always ask questions of website operators and be selective of the sites you allow your child to access.

Here are some of the rights parents have to guide their children's use of digital media. COPPA does the following:

- Requires websites to obtain parental consent before collecting or sharing information from children under the age of 13.
- Requires sites to post their privacy policies including:
 - A list of all operators collecting personal information.
 - A description of the personal information collected and how it is used.
 - A description of parental rights.
- Requires website operators to renew consent when information practices change.
- Protects information that websites collect upfront as well as information that your child gives out or posts later.
- Gives parents the right to review any personal information collected about your child.
- Allows parents to revoke their consent and delete information collected from their children at the parent's request.
- Implements procedures to protect the security of children's personal information.
- Ensures that any third party sale of the information collected is also protected.
- Provides a contact person for the web service company.

For more information, visit the [Bureau of Consumer Protection](#) or call 1-800-422-7128.

Follow the Office of Privacy Protection!

