

# CARU®NEWS

For Immediate Release

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## **CARU WORKS WITH DELIA'S TO PROTECT CHILDREN'S PRIVACY ONLINE**

*New York, NY – October 17, 2005* - The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., the children's advertising industry's self-regulatory forum, is pleased to announce that Delia's Corp. has modified its Website, [www.delias.com](http://www.delias.com), to comply with CARU's *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*). The Website came to the attention of CARU through its routine monitoring of the Internet.

The [www.delias.com](http://www.delias.com) Website retails clothing and accessories for young girls while also offering style tips, contests and quizzes. CARU found that the Website was in violation of the *Guidelines* because it used "tip off" language, such as: "you must be 13 or older to register," in the registration pages.

Under CARU's *Guidelines*, operators of Websites directed to children must ask screening questions in a neutral manner that does not encourage children to provide inaccurate information to avoid obtaining parental permission.

After receiving a letter from CARU, Delia's Corp. modified its Website to eliminate the language in question.

CARU's inquiry was conducted under NAD/NARB/CARU Procedures for Voluntary Self-Regulation of National Advertising. Details of the inquiry, CARU's decision and the advertiser's response will be included in the next NAD/CARU Case Report.

*For a copy of the decision, please contact Linda Bean at 212-705-0129 or [lbean@narc.bbb.org](mailto:lbean@narc.bbb.org).*

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.