

CARU NEWS

For Immediate Release

Contact: Elizabeth Lascoutx
212.705.0123

DISCOVERY COMMUNICATIONS WORKS WITH CARU TO PROTECT THE PRIVACY OF CHILDREN ON THE DISCOVERY KIDS WEBSITE

New York, NY – May 5, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB) is pleased to announce that **Discovery Communications, Inc.** (Discovery) has modified its children’s Website, discoverykids.com, to protect the privacy of children on the site.

CARU, which monitors Websites for compliance with CARU’s *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*) as well as with the federal Children’s Online Privacy Protection Act (COPPA), had found that a link on the home page of the Discovery Kids site took children to a travel partner’s site that did not properly screen for age when asking users to register. Children under age 13 could therefore enter personal information without parental consent on that site. In addition, when children clicked on an advertisement (part of a public service campaign) on the home page of the Discovery Kids site, they were offered a free AIM icon. To obtain the icon, children had to go to a page that contained material inappropriate for children.

Discovery took immediate action to remove these problems by removing the link to the travel site and removing the advertisement. Discovery worked cooperatively with CARU and thanked them for bringing these problems to its attention.

CARU’s inquiry was conducted under *NAD/NARB/CARU Procedures for Voluntary Self-Regulation of National Advertising* and resolved within 60 business days. Details of the inquiry, CARU’s decision and the advertiser’s response will be included in the next NAD/CARU Case Report.

Members of the press who wish to see a copy of the decision now should email elascoutx@caru.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.