

CARU NEWS

For Immediate Release

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CARU WORKS WITH WEBSITE OPERATOR TO PROTECT CHILDREN'S PRIVACY

New York, NY – July 5, 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 **Riot Media, Inc.**, the operator of www.riotweb.com, has committed to modify its Website in order 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.riotweb.com Website, self-described as “...*the ultimate Web site for boys ages 8 to 14,*” gives children the opportunity to create songs, get free downloads, as well as read the Riotweb blog. CARU found that the Website was in violation of the *Guidelines* because the Riotweb blog provided a link to another Website that violated the *Guidelines* by collecting personally identifiable information without age screening. CARU has taken the position that operators of Websites for children should not knowingly link to pages of other sites that do not comply with CARU's *Guidelines*.

After receiving a letter from CARU, Riotweb's operator promptly removed the inappropriate link from the Website. The operator also informed CARU that he intends to screen future Websites for compliance with CARU's *Guidelines* prior to listing them on www.riotweb.com.

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