

CARU NEWS

For Immediate Release

Contact: Linda Bean
212.705.0152

SLYLOCK FOX WORKS WITH CARU TO PROTECT CHILDREN'S PRIVACY

New York, NY – August 31, 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 **Slylock Fox Enterprises (Slylock Fox)** has committed to modify its Website, www.slylockfox.com, 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 slylockfox Website offers games, animations and other activities for children. CARU found that the Website was in violation of the *Guidelines* because it lacked a privacy policy and its registration process for message boards failed to screen for age and obtain parental consent for children under age 13. Under CARU's *Guidelines* operators of Websites directed to children must post a privacy policy, providing notice of what information it collects from children, how it uses such information and its disclosure practices for such information. In addition, operators of such Websites must implement age screening mechanisms.

After receiving a letter from CARU, Slylock Fox removed the message boards and agreed to post a privacy policy on the Website. In addition, the operator stated it would contact CARU before it reopens the areas that were in violation to the public, to insure that the changes will comply with both the *Guidelines* and COPPA.

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 and general public 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.