

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

KIDS-ONLINE PARTICIPATES IN CARU FORUM *CARU Recommends Additional Modification to Children's Chat Room Practices*

New York, NY – September 18, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has reviewed the privacy policy and terms of service for Kids Online, a Website aimed at children.

The www.kids-online.com Website came to the attention of the CARU, the children's advertising industry's self-regulatory forum, through routine patrolling of the internet. Kids-Online offers a chat-room service described as "...a safe place to chat with your friends, and other kids your age...."

At the outset of CARU's inquiry, the Website operator modified the terms of service and the privacy policy and fully explained to CARU the measures in place to prevent publication of personal identifiable information (PII.)

Following its review, CARU recommended additional modifications to the privacy policy.

The privacy policy "currently refers to features which do not exist on the Website, such as games, sweepstakes and message boards. The only activity offered, as reflected in the site's name, is chat. The privacy policy should be an accurate reflection of the site's current practices," the decision states.

"Kids-Online.com has worked with the staff of CARU on the various issues addressed by this case," the company noted in its advertiser's statement. "We are open to continuing to work with CARU on additional changes to our web site and seek to always further our goal of making "a safer place for kids on the Internet."

For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

###

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) and Children's Advertising Review Unit (CARU), as well as for 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. 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/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. For more information about advertising self regulation, please visit www.narcpartners.org.