

CARU[®] NEWS

Immediate Release

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CARU REVIEWS PRIVACY PRACTICES AT WWW.CHARLIEANDLOLA.COM *Website Operator Implements New Privacy Protections to Comply with CARU Guidelines*

New York, NY – August 2, 2007 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Tiger Aspect Productions**, operator of the Website www.charlieandlola.com, implement new privacy protections to bring the site into compliance with CARU’s Self-Regulatory Guidelines for Children’s Advertising and the federal Children’s Online Privacy Protection Act (COPPA). The company has agreed to do so.

CARU, the children’s advertising industry’s self-regulatory forum, monitors Websites for compliance with the *Guidelines* and COPPA, which require parental consent before site operators collect personally identifiable information (PII) from children under 13. Privacy practices at www.charlieandlola.com came to the attention of CARU through its ongoing monitoring program.

The Website features information about characters, episodes and viewing schedules related to the popular British children’s television show, “Charlie and Lola.” When CARU initially monitored the site, it allowed visitors to sign up to receive information about the program and affiliated games and merchandise. To sign up, a visitor was asked to provide a name, and street and email addresses. The site also allowed visitors to register to win a free subscription to the “Charlie and Lola” magazine. To enter, a visitor was asked to provide a full name, email and street addresses and a telephone number.

At the time CARU opened its inquiry, the Website did not provide parental notice or require parental consent before collecting PII.

Upon receiving CARU’s initial inquiry, the operator agreed to institute various protective measures and consulted with CARU to meet the functional requirements of compliance.

The protections have since been implemented. Now, a visitor seeking to register for a newsletter, contest or any other internal marketing from the Website will first be asked only for a first name, age and country. Depending upon the age entered, the next window will either permit a visitor who is over 13 to enter his/her e-mail address or will ask a visitor who is under 13 to input his/her parent’s e-mail address. The parent then will have the option of allowing the child to receive information from the Website.

CARU, in its decision, noted that it appreciated the operator’s commitment to developing functionality that will limit the collection of information from users under 13 without prior parental consent.

Tiger Aspect, in its advertiser's statement, said it found CARU's guidance "helpful and illuminating," and said it was "pleased to have participated in the self-regulatory process."

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

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About advertising self-regulation: 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) and the Electronic Retailing Self-Regulation Program (ERSP).

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. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.