

## **CARU REVIEWS HARLEM GLOBETROTTER'S WEBSITE**

*Recommend Modification to Bring Site into Compliance with Website  
into Compliance with CARU Guidelines, COPPA*

*New York, NY – May 1, 2008* – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **The Harlem Globetrotters**, operator of the Website [www.harlemglobetrotters.com](http://www.harlemglobetrotters.com), modify the site to assure compliance with CARU's *Self-Regulatory Guidelines for Children's Advertising* and federal Children's Online Privacy Protection Act (COPPA).

The Website came to the attention CARU through its routine monitoring practices. CARU was directed to the Website through an advertisement for the *Magic As Ever 2008 World Tour* in the December 2007 issue of Sports Illustrated Kids magazine.

The Website promotes the Harlem Globetrotters team and features photos, tickets, merchandise, children's games and an e-club that offers a monthly e-newsletter and other online promotional offers. To sign up for the club, a visitor must enter personally identifiable information (PII) including and email address and first and last name.

Following its review of the site, CARU recommended the operator implement neutral age-screening, to determine the age of the visitor prior to collecting PII.

CARU recommended that the operator – upon determining that visitor is under the age of 13 – collect only a first name, email address and parent's email address, notify the parent the child has signed up for the e-club and provide the parent with an opportunity to opt-out. Finally, CARU recommended the site to include a prominent link to its privacy policy on its homepage and all areas where it collects PII from children.

The company, in its advertiser's statement, noted that prior to "notification by CARU, HGI was unaware that its privacy policies were not in accord with the Guidelines of CARU and COPPA."

"HGI respectfully accepts CARU's decision and agrees to reasonably work with CARU and its staff to rectify the identified issues and to make the Site fully compliant with the guidelines of both CARU and COPPA," the company said.

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*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.*

**About Advertising Industry 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 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. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).