

## **CARU REVIEWS ADVERTISING FOR MAGI-NATION WEBSITE**

*Company Brings Website into Compliance with Guidelines, COPPA*

*New York, NY – June 9, 2008* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Cookie Jar Entertainment, operator of the Website [www.magi-nation.com](http://www.magi-nation.com), modify the site to assure it is in compliance with CARU’s guidelines and the federal Children’s Online Privacy Protection Act (COPPA). The company has taken steps to do so.

CARU – the children’s advertising industry’s self-regulatory forum – monitors Websites for compliance with *CARU’s Self-Regulatory Program for Children’s Advertising*, including guidelines on Online Privacy Protection, as well as with the federal Children’s Online Privacy Protection Act.

The Magi-Nation Website came to the attention of CARU through its ongoing monitoring efforts. The Website allows fans of Magi-Nation, a popular Canadian television series that airs in the U.S. on Kids’ WB! to explore and learn more about the characters and storylines. The Website features, among other things, an interactive fantasy game based on the animated television program, “Battle for the Moonlands.” Visitors to the Website can sign up for the Fan Club to receive newsletters as well as participate in the role-playing adventures by registering for the Moonlands community.

Upon its initial review, CARU found that the site’s registration page requested visitors seeking to register for the Magi-Nation Fan Club enter their email address, first name, country and select their birth date drop down menu. If a potential registrant entered a birth date corresponding to an age below 13, a screen appeared asking for a parent’s email address. There was no tracking mechanism in place to prevent a visitor from clicking the “back” button and entering a new birth date on the registration page.

Visitors seeking to register to participate in the “Battle for the Moonlands” game were required to enter a login user name, password, email address and select their birth date from a drop down menu. At no point was any parental contact information collected, even if the registrant submitted an age below 13.

Upon receipt of CARU’s opening letter, the operator took steps to revise the registration process for both the Fan Club and “Battle for the Moonlands” game to ensure that parents of children under 13 are provided proper notification and the opportunity to opt-out.

When registering for the Fan Club, visitors now are asked to enter their first name, country and birth date. With respect to the “Battle for the Moonlands” game registration, the registration page requests potential registrants to enter a login name and password along with their birth date. To complete the registration for either the fan club or game, children under the age of 13 will have to enter in a parent or guardian’s email address and the adult will receive an email from the site operator. That email includes a link to the privacy policy for magi-nation.com, an opt-out option, and a link to view and edit the child’s account details. If the parent

or guardian does not confirm the child's registration for either the Game or Fan Club within 14 days, all PII submitted by that potential registrant is automatically deleted.

Finally, Cookie Jar stated that it will update and revise its privacy policy to reflect these changes to its privacy practices.

CARU, in its decision, noted that it is pleased the Website operator took immediate steps to bring the site into compliance. The company, in its advertiser's statement, said it is "fully committed" to protecting the online privacy of its users and "appreciate the opportunity 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.*

**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).