

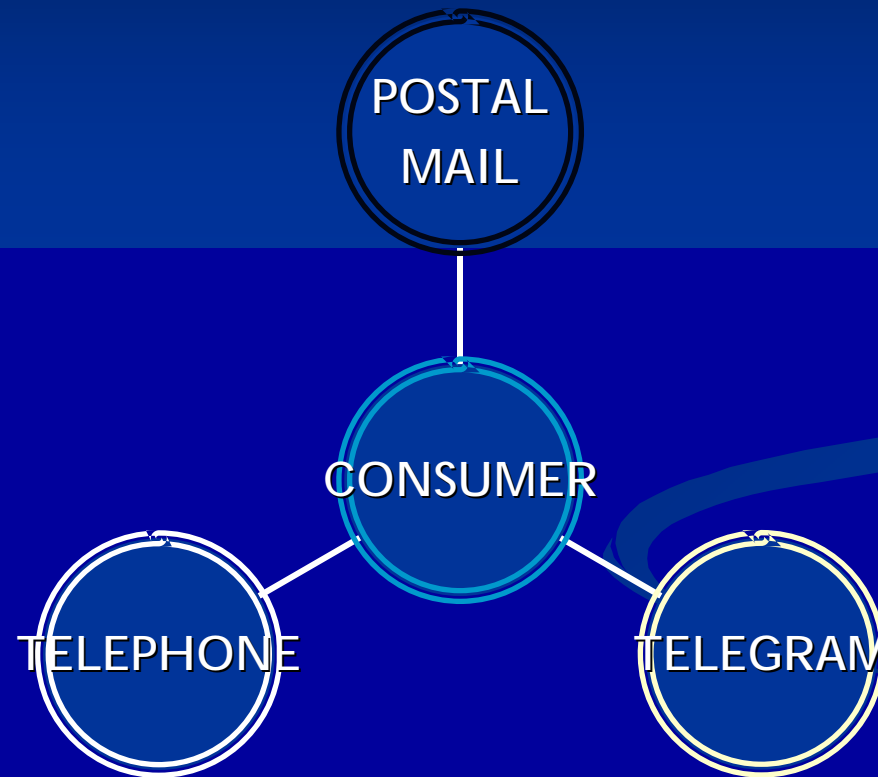


Social Networking

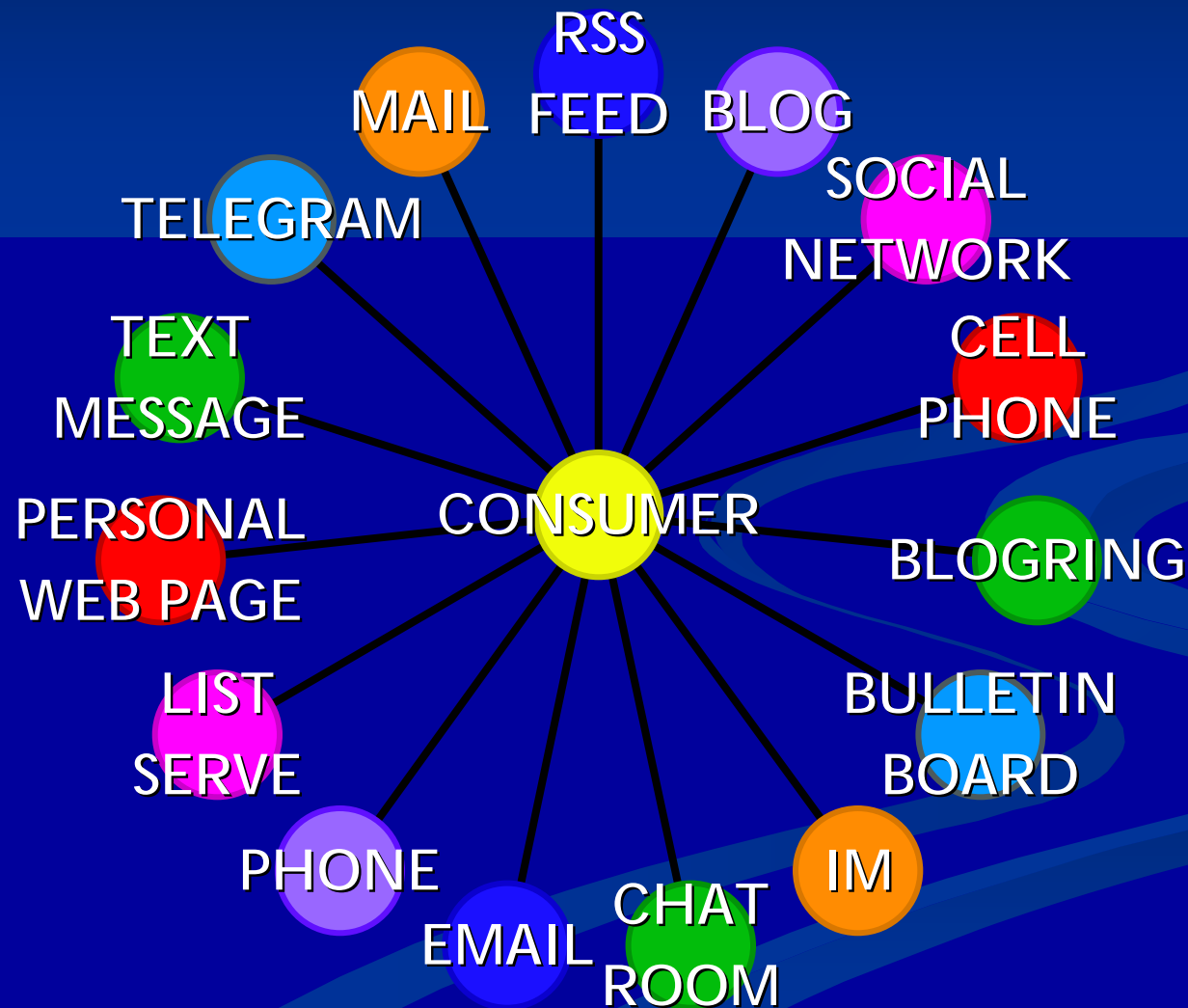
Trends and Implications for the Future

Commissioner Pamela Jones Harbour
Federal Trade Commission

Pre-Internet Era Interpersonal Communication Technologies



Post-Internet Era Interpersonal Communication Technologies



Social Networking: A Web of Information

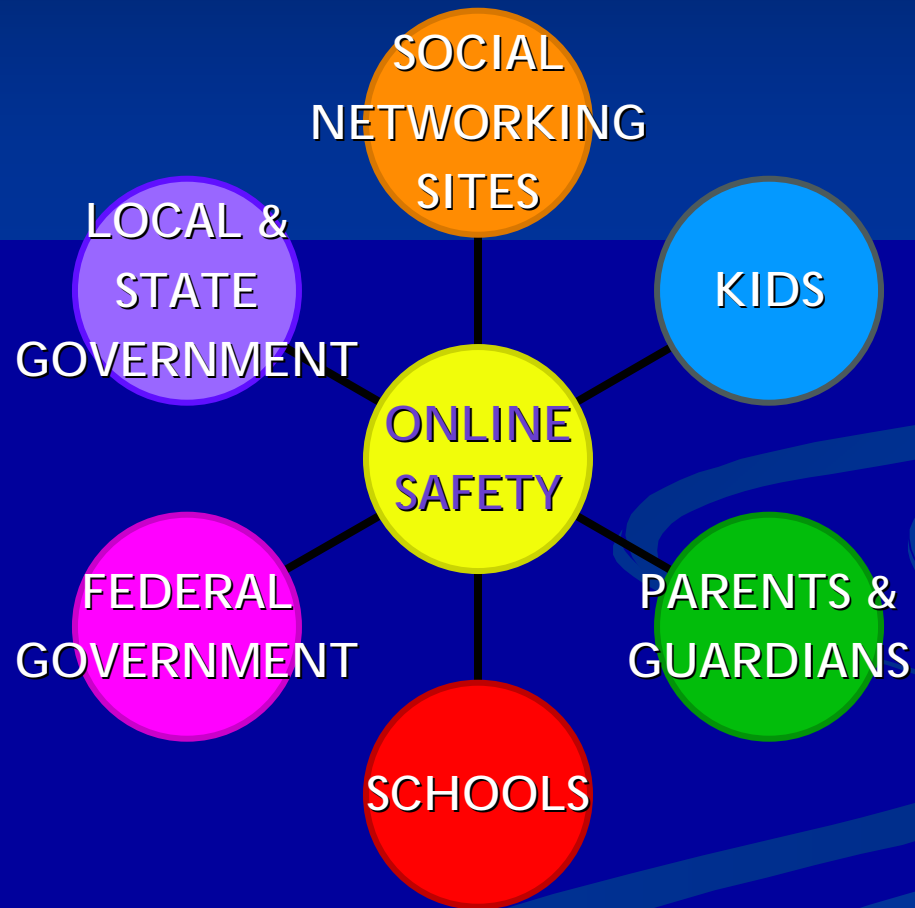


Nielsen//NetRatings (8/06)

*9 out of top 10 sites among 12-17 year olds
were
social networking sites (SNS) or related sites*

- PLYrics (song lyrics)
- Snapvine (voiceplayer)
- WhateverLife.com
(SNS layouts)
- QuickKwiz (quiz creator)
- PureVolume
(free music downloads)
- myYearbook (SNS)
- One True Media
(video production)
- DiscoverClips
(music videos & codes)
- Poqbum.com
(SNS layouts)

Who is responsible for protecting children online?



Take an online tour with your kids...



FTC's Consumer Education on Social Networking

FTC FACTS for Consumers

Social Networking Sites: A Parent's Guide



"It's 10 p.m. Do you know where your children are?"

Remember that phrase from your own childhood? It's still a valid question, but now, it comes with a twist: "Do you know where your kids are — and who they're talking to online?"

Social networking sites are the hippest "meet market" around, especially among tweens, teens, and 20-somethings. These sites encourage and allow people to exchange information about themselves, and use blogs, chat rooms, email, or instant messaging to communicate with the world at large. But while they can increase a person's circle of friends, they also can increase exposure to people who have less-than-friendly intentions, including sexual predators.

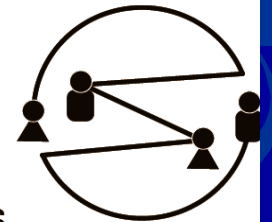
HELP YOUR KIDS SOCIALIZE SAFELY ONLINE

The Federal Trade Commission, the nation's consumer protection agency, urges parents to talk to their tweens and teens about social networking sites, and offers these tips for using these sites safely:

- **In some circumstances, the Children's Online Privacy Protection Act and Rule require social networking sites to get parental consent before they collect, maintain, or use personal information from children under age 13.**
- **Keep the computer in an open area, like the kitchen or family room, so you can keep an eye on where your kids are online and what they're doing.**

FTC FACTS for Consumers

Social Networking Sites: Safety Tips for Tweens and Teens



You've probably learned a long list of important safety and privacy lessons already: Look both ways before crossing the street; buckle up; hide your diary where your nosy brother can't find it; don't talk to strangers.

The Federal Trade Commission, the nation's consumer protection agency, is urging kids to add one more lesson to the list: Don't post information about yourself online that you don't want the whole world to know. The Internet is the world's biggest information exchange: many more people could see your information than you intend, including your parents, your teachers, your employer, the police — and strangers, some of whom could be dangerous.

Social networking sites have added a new factor to the "friends of friends" equation. By providing information about yourself and using blogs, chat rooms, email, or instant messaging, you can communicate, either within a limited community, or with the world at large. But while the sites can increase your circle of friends, they also can increase your exposure to people who have less-than-friendly intentions. You've heard the stories about people who were stalked by someone they met online, had their identity stolen, or had their computer hacked.

“The likelihood of contact depends on type of website; open sites . . . [are] more prone to stranger contact.”

--- Annenberg Public Policy Center (Sept. 2006)



FEDERAL TRADE COMMISSION

<http://www.FTC.gov>

<http://OnGuardOnline.gov>

**OnGuard
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SAFETY
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COPPA in a Nutshell

- Applies to operators of websites and online services
 - directed to children under 13, or
 - with actual knowledge they collect personal information from children under 13

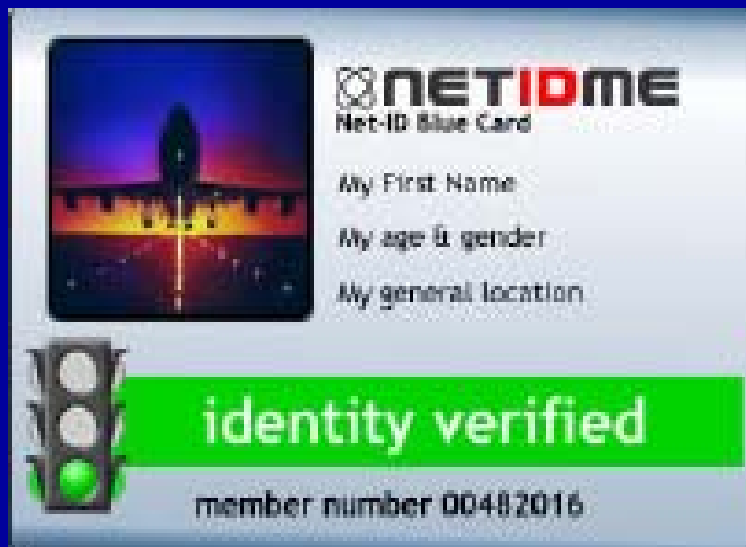
Operator Obligations Under COPPA

- Before collecting PI:
 - provide **NOTICE**
 - obtain parental **CONSENT**
 - give parents **CHOICE** about 3rd party disclosure
 - **LIMIT** information collection to what is necessary
- After collecting PI:
 - give parents **ACCESS** to their children's information
 - keep children's information **SECURE**

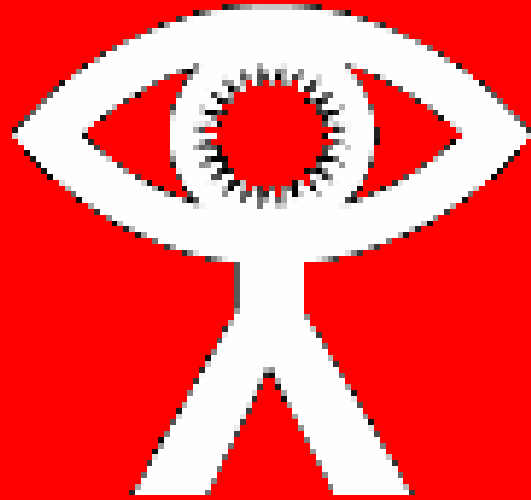
COPPA Enforcement & Social Networking

- *U.S. v. Xanga.com, Inc.* (announced Sept. 2006)
- Complaint alleged that Xanga
 - collected, used, and disclosed personal information from children under 13, with actual knowledge
 - Created 1.7 million accounts to users registered as under 13
 - Failed to notify parents or obtain verifiable parental consent, or comply with other COPPA requirements
- Order requires Xanga to pay \$1,000,000 in civil penalties

Age verification for minors?



Virtual Global Taskforce Icon



**REPORT
ABUSE**

