**Privacy Checklist**

Select four or five popular sites discussed in class. As you visit each site, use the following checklist to record any online activities that may infringe on children's privacy.

What marketing techniques are used to collect information?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Website Name:** |  |  |  |  |
| Online registration forms |  |  |  |  |
| Quizzes & surveys |  |  |  |   |
| Contests |  |  |  |  |
| E-cards |  |  |  |   |
| Chat rooms |  |  |  |  |
| Cookie files |  |  |  |  |
| Other activities  |  |  |  |  |

What information must youth submit to participate in various activities on the site? (In each box, list the kinds of information you're asked to give.)

|  |  |
| --- | --- |
| Online registration forms  |  |
| Quizzes & surveys  |  |
| Contests  |  |
| E-cards  |  |
| Chat rooms  |  |
| Other activities  |  |

If there are quizzes or surveys, do any of them ask for information that you don't have to give? How do the quizzes/surveys show what information is required and what is optional?

**Other important privacy questions are**:ne Marketing to Kids: Protecting Your Privacy ● Student

|  |  |
| --- | --- |
| Is any of the registration information available to others? Who?  |  |
| Does any personal information appear in the chat postings?  |  |
| Does the site attempt to obtain verifiable parental consent before the child releases personal information? If so, how is this done?  |  |
| Does the site link to any other sites that are not aimed at children?  |  |
| Outside of the Privacy Policy, does it explain, in language that's easy for kids to read, why information is being collected and whether it will be shared or sold outside of the company that runs the website?  |  |

Where Cookie files are used, note the following:

**Privacy Policy:**

|  |  |
| --- | --- |
| Does the site clearly state what information is tracked, and how it will be used?  |  |
| Are you offered the option of disabling Cookies?  |  |
| Is it easy to access?  |  |
| Is it clearly stated?  |  |
| Does it detail what information is collected from children and how this information will be used?  |  |
| Does it outline the company's procedures and safeguards to protect children's privacy on the site?  |  |
| Does it explain how parents can change or delete any data collected from their children?  |  |
| Does it provide contact information for the company hosting the website, including an email address, company name, phone number and street address?  |  |