

Online Parents' & Teachers' Guide Privacy



"This is a great guide and will help schools which are struggling to get wired safely."

What the Experts Say

"As most schools in the US are wired, at least in the library and in one classroom, schools are facing special challenges. They need technological expertise (finding themselves tapping their expert eight-year old techies), funding, and more than anything else, resources to help them use the Internet effectively and safely. This is a great guide and will help schools which are struggling to get wired safely. It gets the Cyberangels seal of approval!"

*Parry Aftab
Chairman, WiredKids.org*

"Industry must work together with government and consumer groups to educate parents about children's privacy protection on the Internet. That, along with effective self regulation, is how we can achieve our shared goal of protecting children's privacy online."

*Robert Pitofsky
Chairman, FTC*




Mailing Address: *Parents' and Teachers' Guide to Online Privacy*, TRUSTe, 685 Market Street, Ste. 560. San Francisco, CA 94105

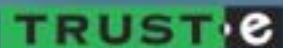
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Parents' and Teachers' Guide to Online Privacy

Today, more and more children are using the Internet to access the wealth of knowledge and communication ability that it offers. In fact, according to the latest surveys, two thirds of all Internet purchases come from households with kids. As the explosion in Internet use among children continues, defending their safety and privacy online will become an increasingly important job for parents and teachers.

Privacy concerns run the gamut from the fear of a virtual stranger knowing your child's address or favorite toy to the annoyance of seeing your inbox crammed with junk email. No matter what the concern, protecting you and your children's privacy should be your first priority whenever you go online. We at TRUSTe and Classroom Connect believe we all have the fundamental right to control the uses of our personal information and protect our privacy.



Privacy protection online requires knowledge, and the key to this knowledge is education. With the *Parents' and Teachers' Guide to Online Privacy*, we hope to empower children and adults with information designed to help everyone use and enjoy the Internet safely. Together with your children at home or in the classroom, use this guide as a starting point to teach kids how to be "cybersmart," so that they can understand for themselves how to control the uses of their personal information and protect their privacy.

Because we believe that "knowledge is power," we are offering this guide free of charge to anyone who wants one. You may request additional free copies of the *Parents' and Teachers' Guide to Online Privacy* by writing us at the address below or by simply downloading the guide directly from our Web sites by visiting www.truste.org or www.classroom.com.

Fran Maier
Executive Director and President

Pat Harrigan
CEO, Classroom Connect

For additional copies of this guide, send a self-addressed, stamped envelope (at least 5" X 7" in size) to: *Parents' and Teachers' Guide to Online Privacy*, TRUSTe, 685 Market Street, Ste. 560, San Francisco, CA 94105.

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Privacy statements are the most important tools you can use to protect your privacy online. In a privacy statement, Web site owners tell you exactly what they will do with the personal information you give them. The privacy statement is a legally binding document. This means that a Web site owner has to follow the privacy rules it says it will follow or face legal action.

Before telling a Web site anything about yourself (such as your name, email address, favorite hobbies, etc.), you should look for the site's privacy statement. Parents and children should read the privacy statement together. It is best to avoid any Web site that does not post a privacy statement.

A privacy statement should give you the following information:

Basics There are *four* basic elements to any comprehensive privacy statement.

1. **Notice** Web sites should tell you what personal information they may collect and how they use it.
2. **Choice** Web sites should allow you to choose whether they can collect and use your information.
3. **Access** Web sites should give you the ability to access your personal information to correct any inaccuracies.
4. **Security** Web sites should provide reasonable security to protect your information from loss, misuse or alteration.

Registration Process A description of how the registration process works on the Web site.

review

Special Features Special services the site provides, such as email, chat, discussion groups and newsletters, and how the personal information needed for those services is managed and used by the site.

Parental Review of Information How parents can review, change or delete the information that a Web site has gathered about their children.

Co-Branding When Web sites have business agreements with other companies and information about the Web site's users is disclosed to those companies, the site must disclose what business the other company is in, how it uses the information and whether the company agrees to maintain the confidentiality of the information.

Links to Other Sites Other Web sites that may be reached by clicking on a link from the Web site and how those sites treat personal information.

Cookies How the Web site uses cookies.

Contact Information How you can get in touch with the Web site owner by email, postal service and phone if you have any questions about the site's privacy policy.

This trustmark is awarded only to sites that adhere to established privacy principles of disclosure, choice, access and security.

COPPA

Children's Online Privacy Protection Act.

In 1998, Congress passed a law establishing new rules to make sure that kids' privacy is protected while they are online.

As part of the Children's Online Privacy Protection Act (COPPA), Web sites directed at children or those that collect information from kids under 13 must abide by the following rules:

1. Web sites must post and provide easy access to a privacy statement that includes the following information:
 - What personal information is collected from kids (such as name, address and hobbies).
 - How the Web site will use the personal information it collects.
 - Where to contact someone at the Web site who can answer any questions you may have.
2. Web sites must get verifiable parental consent before gathering, using or giving out a child's personal information.
3. Web sites must notify parents if they change how personally identifiable information is gathered and used.
4. Web sites must give parents access to review all personal information collected about their children.
5. Web sites must, at any time, allow parents to take away their consent and delete the site's information about their children.

protection



The Federal Trade Commission (FTC) Act

The FTC Act is a law that gives the FTC the power to prohibit unfair and deceptive business practices. This means that as soon as a Web site posts a privacy statement, it is required by law to adhere to it. If the Web site breaks its posted policy, the FTC can take legal action against the site's owners.

Who is legally responsible for protecting you and your children's privacy online?

Most Web sites directed at adults are not legally required to protect your privacy online (this excludes healthcare and financial sites, which must abide by special rules). However, Web sites that do post a privacy statement are legally required to follow it. If a Web site does not abide by its privacy statement, it is subject to prosecution by the FTC.

Web sites directed at children under 13 are legally required to protect the privacy of children under the rules of COPPA. If you believe a children's Web site is not following the rules of COPPA, contact the FTC immediately. You can find out how to contact the FTC at www.ftc.gov/ftc/talk_to_us.htm.

Enforcement - You can help!

TRUSTe provides a way for you to report privacy violations to us, so that we can help you resolve your complaint with any Web site displaying the TRUSTe seal. If you believe you or your child's privacy has been violated on a Web site displaying the TRUSTe seal, we encourage you to contact TRUSTe directly by registering a complaint on our watchdog page at www.truste.org/users/users_watchdog.html.

You may have seen the TRUSTe Privacy Seal or the TRUSTe Children's Privacy Seal on many of your favorite Web sites. These seals mean that a Web site is dedicated to protecting your privacy and that you have the ability to control how your personal information is used by that Web site.

A Web site that displays the TRUSTe Privacy Seal or the TRUSTe Children's Privacy Seal must have a privacy statement that tells you what the Web site does with the personal information you provide. The TRUSTe seal on a Web site is a guarantee that the site will provide notice, choice, access, and security (see the Privacy Statements section on page 7 for further detail). The privacy statement can be reached by clicking on a link from the site's home page or by clicking directly on the privacy seal.

The TRUSTe Children's Privacy Seal is a seal for Web sites that are directed at children under 13. Any Web site displaying the TRUSTe Children's Seal must:

- Adhere to the privacy principles of notice, choice, access and security.
- Get verifiable parental consent before collecting personally identifiable information from a child.
- Allow a parent to access and delete a child's personal information at any time.

The TRUSTe seal on a Web site means that the site can be trusted to abide by the guarantees it gives in its privacy statement. This is because TRUSTe, a nonprofit third-party oversight program, regularly monitors Web sites' adherence to their privacy statements and has the power to enforce compliance with its program.



Privacy Rules for Kids

rules

Web Contract

Follow these rules when going online

...or create your own Web contract between you and your child.

I can go online at _____(Time of day) for _____ (How long).

It's ___ OK ___ not OK for me to go online without a parent.

- I understand which Web sites I can visit and which ones are off limits.
- I will not give out information about my family or myself without permission from my parents.
- My password is my secret. I will not give it to anyone.
- I will never agree to meet an online pal, or send my picture without permission from my parents.
- I know an advertisement when I see one. I also know that animated or cartoon characters aren't real and may be trying to sell me something or get information from me.
- I will follow these same rules when I am at home, in school, at the library or a friend's house.

password



WEB CONTRACT

An agreement about using the Internet between

Child's Name

and

Parent's/Guardian's/Teacher's Name

Privacy Rules

Dated this _____ of _____, 20____

Child's Signature

Parent's/Guardian's/Teacher's Signature

Parent's/Guardian's/Teacher's Signature

Aggregate Information Information that is related to you but is not about you personally. For example, some Web sites keep track of what Web pages are most popular among all the visitors to its site. Where you go on the Web site cannot be traced to you personally but information about where you go is used to make general assumptions about the site's users.

Bulletin Board Also known as "Message Boards," these are areas on the Internet or on company Web sites where you can post written notes for everyone to read. If you use your personal information to send messages, people who read your notes can respond to you using your personal email address. Some Web sites offer the option to remain anonymous when participating in a bulletin or message board.

Chat Room A place on the Internet or on company Web sites where you can talk to people by typing messages online. Typically, everyone participating in the chat sees your message as soon as you send it and can respond to your message just as quickly.

Children's Online Privacy Protection Act (COPPA) COPPA is a law that prescribes a set of rules meant to protect children's privacy online. One of these rules requires Web sites to get "verifiable parental consent" before accepting any personal information from children under the age of 13 (refer to the Privacy and the Law section on page 9 for further detail).

Cookies Information placed in your computer's hard drive when you visit a Web site. Cookies allow the site to identify your computer the next time you visit that site. Cookies cannot identify you personally unless you have given your personal information to the Web site through a registration process or through other means.

Opt-in When a Web site asks permission and seeks express consent before using any of your personal information. You must click on a certain box if you want the Web site to use your personal information (for example, to send you special offers through email).

Opt-out When a Web site gives you the chance to prevent it from using your personal information in any way. Usually you have to click on a certain box when prompted to enter your personally identifiable information.

Personally Identifiable Information (PII) PII is key to protecting your privacy online. PII is any information or combination of information that allows a Web site to contact you and identify you as a specific individual. This information can include your full name, email address or phone number.

Third Party Ad Servers More commonly known as the companies that put banner advertising on Web sites, third party ad servers are not usually the owners of the Web site on which they advertise.



Verifiable Parental Consent The permission slip for the Internet –parents must give permission to Web sites that want to collect personal information from children under the age of 13. Parents must be able to identify themselves as an adult and as the child's parent, using verifiable means such as a credit card number or a signed letter.

Additional Resources

Center for Media Education (www.cme.org) is a national nonprofit, nonpartisan organization dedicated to creating a quality electronic media culture for children, their families and the community. In 1996, CME's report "Web of Deception" first drew attention to potentially harmful marketing and data-collection practices targeted at children on the Internet and laid the groundwork for the Children's Online Privacy Protection Act (COPPA). CME's online parent's guide to COPPA is at www.kidsprivacy.org.

CyberAngels (www.cyberangels.org) describes itself as "your cyber-neighborhood watch." The organization finds and reports illegal material online, educates families about online safety, works with schools and libraries, and shares basic Internet tips and help resources.

The Federal Trade Commission's Kidz Privacy site (www.ftc.gov/bcp/online/edcams/kidzprivacy/index.html) is an educational Web site produced by the FTC surrounding the enactment of the Children's Online Privacy Protection Act (COPPA). This site offers guidance to parents and children as well as Web site operators, on the do's and don'ts of children's online privacy.

GetNetWise (www.getnetwise.org) is a resource for families and caregivers to help kids have safe, educational and entertaining online experiences. The Web site includes a glossary of Internet terms, a guide to online safety, directions for reporting online trouble, a directory of online safety tools and a listing of great sites for kids to visit.

Online Public Education Network (Project OPEN) (www.internetalliance.org/project-open/) was founded in 1996 as a partnership of the Internet Alliance, the National Consumers League and leading Internet companies to help consumers get the most out of going online. Two guides, "How to Get the Most Out of Going Online" and "Child Safety on the Information Highway," are particularly helpful for online novices and provide specific tips about parental empowerment.

The Parent's Guide to Protecting Your Children in Cyberspace, written by attorney and Internet expert Parry Aftab, is a guide to understanding the dangers children face on the Web. The book describes possible threats to children online and gives parents practical advice about how to teach their children safe-surfing skills.

Wired Kids (www.wiredkids.org) is the official North American site of UNESCO's Innocence in Danger program. The site is under the direction of Internet lawyer and children's advocate, Parry Aftab. The site's mission is to allow children to enjoy the vast benefits of the Internet while at the same time protecting them from cybercriminals. The Web site will soon host a parent registry, allowing for quickly accessible verifiable parental consent.



links

About the Authors

TRUSTe

TRUSTe is an independent, nonprofit organization dedicated to enabling individuals and organizations to establish trusting relationships based on respect for personal information in the evolving networked world. Founded in 1997, TRUSTe runs an award-winning global privacy certification and seal program. Its seal programs are considered Safe Harbors for the Children's Online Privacy Protection Act (COPPA) and the EU Safe Harbor Framework. The TRUSTe seal is currently displayed on all of the Internet's portal sites and has been rated as the most trust-invoking seal online and the most visible symbol on the Internet. Today, TRUSTe maintains the largest privacy seal program certifying the Websites of more than 1,500 companies throughout the world.

The TRUSTe coalition of sponsoring companies includes AOL Time Warner (NYSE:AOL), AT&T Wireless (NYSE:AWE), Intuit (NASDAQ:INTU), the Japan Engineers Federation and Microsoft Corp (NASDAQ:MSFT). TRUSTe boasts a large network of online and brick-and mortar member companies including BMW, Walt Disney Group (NYSE:DIS), and The New York Times (NYSE:NYT). TRUSTe is based in San Francisco with an office in Washington, DC. To learn more about making privacy your choice, visit the TRUSTe Website at www.truste.org.

Classroom Connect

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education. The company is devoted to helping teachers become better teachers by engaging them in their own learning and inspiring positive change in the classroom. For nearly a decade, Classroom Connect has expanded its suite of professional development offerings to meet the changing needs of school districts nationwide.

Today, the company's products are delivered online, face-to-face, and in print, and are available by subject areas that include Reading, Math, Technology Integration, Curriculum & Instruction, and Educational Leadership. Headquartered in Brisbane, CA, Classroom Connect is part of Harcourt Education, a global education provider serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. For more information, visit www.classroom.com.

