

NEW Document on School Safety Center

Children's Online Privacy - How to Help Preserve a Child's Confidential Information

The Federal Trade Commission (FTC) released a new report that examines the collection of personal data from children's Internet applications (apps) and the level of disclosure available about that collection. After reviewing 400 of the most popular apps offered by Google[®] and Apple[®], the FTC found that only 20 percent provided details on the information they collect. An area of concern for many parents is the collection and transmission of a mobile device's identification number. The report reveals that 60 percent of children's apps send this number to advertising groups or third parties, while only 20 percent of them disclose this practice. Once marketers have this information, they can track the online activities of the child across a variety of apps.

Children's advocacy groups believe the results of the study support the current move to strengthen the existing federal Children's Online Privacy Protection Act (COPPA), a law aimed at protecting children's online privacy. The law has not been re-examined in over 10 years. Commonsensemedia.org offers some basic privacy steps all parents should discuss with their children.

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