

FTC Proposes Changes to Children's Privacy Rule

September 16, 2011

Late this week, the FTC issued its [proposed amendments](#) to the Children's Online Privacy Protection Rule ("COPPA Rule"). The proposed revisions are intended to maintain privacy protections for children who increasingly participate in social networking and interactive gaming, or engage in online activities through a mobile device. The FTC seeks written comments to the proposed amendments, which are due by November 28, 2011.

Kelley Drye prepared an [advisory that outlines the proposed revisions](#) to the Rule and describes what the new requirements would mean for businesses that have an online presence with respect to obtaining parental notice and consent, what data they can collect from children, and corresponding safeguards and data minimization requirements, to avoid incurring civil penalties of up to \$16,000 per violation.