

Partner Alysa Hutnik Quoted in Law360 Article on Kid's Online Privacy

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Partner [Alysa Hutnik](#) was quoted in the *Law360* article, "Kids' Data Again In Spotlight As FTC Revisits Privacy Rule."

In July of 2019, the Federal Trade Commission (FTC) called for what could be a multiyear review of its child privacy rules, which could vastly expand the legal protections for children's data and online activity. The commission revealed that it's seeking comment on the effectiveness of sweeping changes it made to the Children's Online Privacy Protection Act (COPPA) just six years ago, and on whether additional amendments are needed in light of rapid technological advancements.

The planned review is a "big deal" for any company that operates any form of digital content that kids may be using - whether it be websites, apps or any connected device - said Alysa. "Notably, the commission is asking for feedback on every key aspect of the rule," she continued, saying that "the result could mean a significantly revamped rule that opens many more companies up to potential COPPA obligations and exposure."

Currently, the COPPA, which took effect in 2000, requires child-directed sites and services to notify parents and obtain their verifiable consent before collecting, using or disclosing personal information from anyone under 13. Attorneys are not sure what the further expansion of protections would entail.

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