

Applicant Number

MPT-2

720



*Fun4Kids Terms of Service
Agreement*

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Fun4Kids Terms of Service Agreement

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FILE

Weiss & Briotti LLP
Attorneys at Law
14 Charles Street
Franklin City, Franklin 33800

MEMORANDUM

TO: Examinee
FROM: Tony Briotti
DATE: July 28, 2020
RE: Terms of Service Agreement for Fun4Kids

Our client, Fun4Kids Inc., is planning to start a commercial internet service designed to provide educational games for children ages 11 through 14. Its owner, Jan Morrison, is aware that there are both federal and Franklin state laws and regulations that affect commercial online services designed for children. She has asked me to draft the necessary “terms of service” agreement that will appear on the service and will allow the children to use it. Before I can do so, I need your assistance in identifying and analyzing the relevant issues, and your recommendations as to how to deal with them. I am attaching a transcript of my interview with Ms. Morrison, as well as other materials.

Please prepare a memorandum to me (i) identifying and analyzing the relevant issues discussed in the client interview and (ii) making recommendations as to how to address those issues. Use the following format for each separate issue:

Issue: [Insert a brief statement of each issue to be addressed.]

Analysis and Recommendation: [State your recommendation for addressing the issue and your reasons for making that recommendation, including references to applicable law, regulations, and other materials, and how they apply to the facts.]

Do not draft the terms of service agreement. I will do that after reviewing the analysis and recommendations in your memorandum.

Transcript of Interview with Jan Morrison, July 27, 2020

Briotti: Hello, Jan, great to see you. What can we do for you?

Morrison: Hi, Tony. Here's how you can help. We're looking ahead to the launch of our Fun4Kids commercial online service—our website—and related mobile app, which will offer educational games for kids in their preteen and early teenage years. We've put a lot of effort and expense into research on what approaches can best educate kids that age, and into designing the service to appeal to kids ages 11 through 14. I know that there are laws about commercial online services that are used by kids. Do they apply to us? If they do, we want to be sure that we're in compliance with them.

Briotti: Yes, there are such laws and regulations, and they would apply to your website. That's important, because failure to comply can be very expensive as well as bad for a business's reputation. Tell me what your other concerns are.

Morrison: Well, to begin with, we're not sure what kind of terms of service agreement we need to have in place. The easiest solution for us would be to somehow make it possible that the use of the service itself signifies agreement with any terms of service we'd have in place—what I know is called a “browsewrap” agreement. If that's not possible, we'd want something simple like a click-through “clickwrap” agreement where the user clicks an “I Agree” button that indicates agreement with those terms.

Briotti: That's the first issue that we'll look at and make a recommendation to you.

Morrison: We also don't know if we need the kids' parents to consent to the use, and if we do, how we go about getting it.

Briotti: We'll look at that issue as well. It involves both federal and Franklin state law. How do you plan to make this service a profitable business?

Morrison: We've concluded that there is a possibility of good commercial success. We plan to earn revenue from the website in two ways. First, we're going to charge a small monthly overall fee for the service's use, as well as a fee for each different game used. That means we've got to allow for payment by credit card.

Briotti: You should be aware that how you do that could raise a significant issue, which will have to be carefully addressed. For example, the Federal Trade Commission has required Persimmon Inc., an online service for children, to pay many millions of dollars in restitution for credit card charges made on kids' apps that the FTC said

didn't comply with the law's requirements. We'll have to take the FTC position into account when we look at whether credit cards may be used and what safeguards you'll have to employ for their use.

Morrison: I certainly don't want to risk that sort of result—I trust you'll tell me how to avoid that risk.

Briotti: We'll add that to the list.

Morrison: Okay. The second source of revenue will be the sale of advertising geared to kids on the site. As you know, web-based advertising can be lucrative because of the ability to target individual users of websites with advertising keyed to their particular needs. So we plan to collect information about the users of the service—we're thinking of the user's name, home address, gender, age, and email address—and provide that information to advertisers.

Briotti: What's the basis for your asking for that information?

Morrison: We need the user's name because the games are personalized for the kids, and their names are used within the game. For example, in a math game, the game visual would say "Hi, Johnny, let's work on some math problems." Same thing with gender and age—some games are geared to research on whether boys or girls respond better to certain lesson approaches, and many of the educational subjects are age-specific.

Briotti: What about home and email addresses?

Morrison: That information will help sell it to the advertisers; it's not really needed for the games themselves.

Briotti: I understand. We'll take a look at that issue as well. You should be aware that there is one more issue to consider: there are state limitations on online advertising to minors here in Franklin, and we'll have to look at that, too. We'll examine all these issues and give you our recommendations and the reasons for them. Once we've consulted on that and you give us the go-ahead, we'll draft the terms of service agreement for you.

Federal Trade Commission Press Release

Persimmon Inc. Will Provide Full Consumer Refunds of At Least \$45 Million to Settle FTC Complaint It Charged for Kids' Online Purchases Without Parental Consent

Company Will Also Modify Its Billing Practices Under FTC Settlement

For Release – May 12, 2018

Persimmon Inc. has agreed to provide full refunds to consumers, paying a minimum of \$45 million, to settle a Federal Trade Commission complaint that the company billed consumers for millions of dollars of charges incurred by children in kids' mobile apps without their parents' consent. Under the terms of the settlement with the FTC, Persimmon will also be required to change its billing practices to ensure that it has obtained express informed consent from parents before charging them for items sold in mobile apps.

The FTC's complaint alleges that Persimmon acted unlawfully by failing to tell parents that entering a password finalizes pending purchases and permits unlimited purchases on a child's account for 15 minutes afterward. The complaint also alleges that Persimmon's online terms of service agreement did not inform parents of either result.

The settlement requires Persimmon to modify its terms of service agreement to ensure that it obtains parents' express informed consent before finalizing purchases and before opening a window for unlimited purchases. Parents must also have the option to withdraw their consent at any time.

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Excerpts from Children’s Online Privacy Protection Act (COPPA)

15 U.S.C. § 6501 *et seq.*

§ 6501. Definitions

In this chapter:

(1) Child

The term “child” means an individual under the age of 13.

...

(4) Disclosure

The term “disclosure” means, with respect to personal information,

(A) the release of personal information collected from a child in identifiable form by [a website] operator for any purpose, except where such information is provided to a person other than the operator who provides support for the internal operations of the website and does not disclose or use that information for any other purpose; and

(B) making personal information collected from a child by a website or online service directed to children, or with actual knowledge that such information was collected from a child, publicly available in identifiable form, by any means

...

(7) Parent

The term “parent” includes a legal guardian.

(8) Personal information

The term “personal information” means individually identifiable information about an individual collected online, including

(A) a first and last name;

(B) a home or other physical address including street name and name of a city or town;

(C) an email address;

... or

(G) information concerning the child or the parents of that child that the website collects online from the child

(9) Verifiable parental consent

The term “verifiable parental consent” means any reasonable effort (taking into consideration available technology), including a request for authorization for future

collection, use, and disclosure described in the notice, to ensure that a parent of a child receives notice of the operator’s personal information collection, use, and disclosure practices, and authorizes the collection, use, and disclosure, as applicable, of personal information and the subsequent use of that information before that information is collected from that child.

...

§ 6502. Regulation of unfair and deceptive acts and practices in connection with collection and use of personal information from and about children on the Internet

(a) Acts prohibited

(1) In general

It is unlawful for an operator of a website or online service directed to children, or any operator that has actual knowledge that it is collecting personal information from a child, to collect personal information from a child in a manner that violates the [Federal Trade Commission] regulations [authorized by this Act]

Excerpts from Federal Trade Commission Regulations

16 C.F.R. §§ 312.3–312.7

§ 312.3 Regulation of unfair or deceptive acts or practices in connection with the collection, use, and/or disclosure of personal information from and about children on the Internet.

General requirements. It shall be unlawful for any operator of a website or online service directed to children, or any operator that has actual knowledge that it is collecting or maintaining personal information from a child, to collect personal information from a child in a manner that violates the regulations prescribed under this part. Generally, under this part, an operator must:

- (a) Provide notice on the website or online service of what information it collects from children, how it uses such information, and its disclosure practices for such information (§ 312.4(b));
- (b) Obtain verifiable parental consent prior to any collection, use, and/or disclosure of personal information from children (§ 312.5);
- (c) Provide a reasonable means for a parent to review the personal information collected from a child and to refuse to permit its further use or maintenance (§ 312.6);
- (d) Not condition a child’s participation in a game, the offering of a prize, or another activity on the child[’s] disclosing more personal information than is reasonably necessary to participate in such activity (§ 312.7);

§ 312.4 Notice.

- (a) General principles of notice. It shall be the obligation of the operator to provide notice and obtain verifiable parental consent prior to collecting, using, or disclosing personal information from children. Such notice must be clearly and understandably written, complete, and must contain no unrelated, confusing, or contradictory materials.
- (b) Direct notice to the parent. An operator must make reasonable efforts, taking into account available technology, to ensure that a parent of a child receives direct notice of the operator’s practices with regard to the collection, use, or disclosure of personal information from children, including notice of any material change in the collection, use, or disclosure practices to which the parent has previously consented.
- (c) Content of the direct notice to the parent—
 - (1) Content of the direct notice to the parent This direct notice shall set forth:

- (i) That the operator has collected the parent’s online contact information from the child, and, if such is the case, the name of the child or the parent, in order to obtain the parent’s consent;
- (ii) That the parent’s consent is required for the collection, use, or disclosure of such information, and that the operator will not collect, use, or disclose any personal information from the child if the parent does not provide such consent;
- (iii) The additional items of personal information the operator intends to collect from the child, or the potential opportunities for the disclosure of personal information, should the parent provide consent;
- (iv) A hyperlink to the operator’s online notice of its information practices . . . ;
- (v) The means by which the parent can provide verifiable consent to the collection, use, and disclosure of the information; and
- (vi) That if the parent does not provide consent within a reasonable time from the date the direct notice was sent, the operator will delete the parent’s online contact information from its records.

...

§ 312.5 Parental consent.

(a) General requirements.

(1) An operator is required to obtain verifiable parental consent before any collection, use, or disclosure of personal information from children, including consent to any material change in the collection, use, or disclosure practices to which the parent has previously consented.

(2) An operator must give the parent the option to consent to the collection and use of the child’s personal information without consenting to disclosure of his or her personal information to third parties.

(b) Methods for verifiable parental consent.

(1) An operator must make reasonable efforts to obtain verifiable parental consent, taking into consideration available technology. Any method to obtain verifiable parental consent must be reasonably calculated, in light of available technology, to ensure that the person providing consent is the child’s parent.

(2) Existing methods to obtain verifiable parental consent that satisfy the requirements of this paragraph include:

- (i) Providing a consent form to be signed by the parent and returned to the operator by postal mail, facsimile, or electronic scan;
- (ii) Requiring a parent, in connection with a monetary transaction, to use a credit card, debit card, or other online payment system that provides notification of each discrete transaction to the primary account holder;
- (iii) Having a parent call a toll-free telephone number staffed by trained personnel;
- (iv) Having a parent connect to trained personnel via videoconference;
- (v) Verifying a parent's identity by checking a form of government-issued identification against databases of such information, where the parent's identification is deleted by the operator from its records promptly after such verification is complete;

...

§ 312.6 Right of parent to review personal information provided by a child.

(a) Upon request of a parent whose child has provided personal information to a website or online service, the operator of that website or online service is required to provide to that parent the following:

- (1) A description of the specific types or categories of personal information collected from children by the operator, such as name, address, telephone number, email address, hobbies, and extracurricular activities;
- (2) The opportunity at any time to refuse to permit the operator's further use or future online collection of personal information from that child, and to direct the operator to delete the child's personal information; and
- (3) Notwithstanding any other provision of law, a means of reviewing any personal information collected from the child. The means employed by the operator to carry out this provision must:
 - (i) Ensure that the requestor is a parent of that child, taking into account available technology; and
 - (ii) Not be unduly burdensome to the parent.

...

§ 312.7 Prohibition against conditioning a child's participation on collection of personal information.

An operator is prohibited from conditioning a child's participation in a game, the offering of a prize, or another activity on the child's disclosing more personal information than is reasonably necessary to participate in such activity.

Excerpts from Franklin Civil Code § 200.1

§ 200.1 Disaffirmance of Contracts

(a) A contract made by a person after he or she has attained the age of 18 years may not be disaffirmed by himself or herself on the ground of infancy. A contract made by a person before he or she has attained the age of 18 years may be disaffirmed by that person's parent or guardian, except as provided in this section.

(b) [Exceptions omitted]

Excerpts from Franklin Children's Protection on the Internet Act (CPIA)

§ 18 Marketing and advertising

(a) An operator of an Internet website, online service, online application, or mobile application directed to minors shall not market or advertise a product or service described in subsection (h) on its Internet website, online service, online application, or mobile application directed to minors. A "minor" is an individual under the age of 18 years.

...

(h) The marketing and advertising restrictions described in subsection (a) shall apply to the following products and services as they are defined under state law:

- (1) Alcoholic beverages
- (2) Firearms, handguns, or ammunition
- (3) Cigarettes or other tobacco products
- (4) Dangerous fireworks
- (5) Tickets or shares in a lottery game
- (6) Permanent tattoos
- (7) Drug paraphernalia
- (8) Obscene matter

...

Sampson Scientific Foundation, Inc. v. Wessel
Franklin Court of Appeal (2017)

We are asked to determine if a particular type of online “terms of service” agreement is binding on the users of an Internet website. At the outset, we note that a contract is no less a contract simply because it is entered into via a computer. That is to say, agreements entered into via computer technology may be binding contracts, if the principles of contract law are followed.

The record shows that plaintiff Sampson Scientific Foundation conducts research and development in cutting-edge technologies. It operates a website, to which access is limited to individuals vetted by Sampson for their scientific and academic credentials. Basically, Sampson only allows those whom it trusts and who have “impeccable” reputations in the sciences and the academy to access its website. It takes this step in part because it deems much of the information it posts on its website to be confidential. Hence, it incorporates a “terms of service” agreement on the website, to which all who are given access to the website must agree.

It does so by employing a “clickwrap” agreement. Each time an individual who has been cleared to access Sampson’s website logs on to it, a window appears asking the user to “Agree” or “Disagree” to the terms of service by clicking on an appropriate “button” indicator on the window; before making that choice, the user may access and review those terms (the full text of the agreement) by clicking a link that brings up the text. One term contained in the terms of service agreement specifies that the user will not disclose the substance of the information on the website to third parties.

Defendant Frederick Wessel is an associate professor of engineering at Franklin State University, whose academic specialty is rocket propulsion. He was granted access to the Sampson website in 2013, after being vetted and approved by Sampson. In 2014, Sampson posted some information on its website about research it was undertaking on new formulas for rocket fuels. Wessel accessed the website, printed out the information, and supplied it to Astrodyne Industries Inc., a commercial aerospace business, with whom Wessel had a paid consulting relationship. By means unimportant here, Sampson learned that Astrodyne had received the confidential information from Wessel. Sampson sued for breach of contract and sought significant damages. The trial court found for Sampson, and this appeal followed.

Wessel does not contest the facts as found by the trial court and as set forth above. Rather, he claims an error of law. Specifically, he argues that the “clickwrap” agreement is not a binding

agreement at all. He relies on our decision in *Hartson v. Hobart* (Fr. Ct. App. 2011). There, the validity of a “browsewrap” agreement for a commercial loan service was at issue. “Browsewrap” agreements typically have links to their terms of service, but the user’s consent is deemed given by the mere use of the website, without the need to click an “Agree” or “Disagree” button. We held that such agreements are not necessarily binding, but rather depend on fact-specific questions. We said: “Because no affirmative action is required by the website user to agree to the terms of a contract other than his or her use of the website, the determination of the validity of a browsewrap contract depends on whether the user has actual or constructive knowledge of a website’s terms and conditions. A court may be willing to overlook the utter absence of assent only when there are sufficient reasons to believe that the website user is aware of the website owner’s terms.” We concluded that there was no evidence that the user had actual knowledge of and hence assented to the agreement. We further noted that the overwhelming majority of users of the service were unsophisticated in the world of finance, let alone in the details of commercial loan agreements. Hence, in *Hartson*, we found that the “browsewrap” agreement was not binding.

Wessel’s reliance on *Hartson* is misplaced, for a “clickwrap” agreement significantly differs from a “browsewrap” agreement. As the trial court here said, “the clickwrap agreement provided adequate notice to Wessel as a user of the website because it required clicking assent, an affirmative action on his part, and indeed on the part of any user, before access to the website was permitted.” We find that the “clickwrap” agreement at issue is valid and binding. We note that many other courts across the nation have almost uniformly reached a similar conclusion.

Affirmed.

NOTES

NOTES

MULTISTATE PERFORMANCE TEST DIRECTIONS

You will be instructed when to begin and when to stop this test. Do not break the seal on this booklet until you are told to begin. This test is designed to evaluate your ability to handle a select number of legal authorities in the context of a factual problem involving a client.

The problem is set in the fictitious state of Franklin, in the fictitious Fifteenth Circuit of the United States. Columbia and Olympia are also fictitious states in the Fifteenth Circuit. In Franklin, the trial court of general jurisdiction is the District Court, the intermediate appellate court is the Court of Appeal, and the highest court is the Supreme Court.

You will have two kinds of materials with which to work: a File and a Library. The first document in the File is a memorandum containing the instructions for the task you are to complete. The other documents in the File contain factual information about your case and may include some facts that are not relevant.

The Library contains the legal authorities needed to complete the task and may also include some authorities that are not relevant. Any cases may be real, modified, or written solely for the purpose of this examination. If the cases appear familiar to you, do not assume that they are precisely the same as you have read before. Read them thoroughly, as if they all were new to you. You should assume that the cases were decided in the jurisdictions and on the dates shown. In citing cases from the Library, you may use abbreviations and omit page references.

Your response must be written in the answer book provided. If you are using a laptop computer to answer the questions, your jurisdiction will provide you with specific instructions. In answering this performance test, you should concentrate on the materials in the File and Library. What you have learned in law school and elsewhere provides the general background for analyzing the problem; the File and Library provide the specific materials with which you must work.

Although there are no restrictions on how you apportion your time, you should allocate approximately half your time to reading and digesting the materials and to organizing your answer before you begin writing it. You may make notes anywhere in the test materials; blank pages are provided at the end of the booklet. You may not tear pages from the question booklet.

Do not include your actual name anywhere in the work product required by the task memorandum.

This performance test will be graded on your responsiveness to the instructions regarding the task you are to complete, which are given to you in the first memorandum in the File, and on the content, thoroughness, and organization of your response.

2) MPT2 - Please type your answer to MPT 2 below.

MEMORANDUM

To: Tony Briotti

From: Examinee

Date: July 28, 2020

Re: Terms of Service Agreement for Fun4Kids - Issues, Analysis, and Recommendations

Issue: What kind of terms of service agreement need to be in place to be valid and binding on the user?

Analysis and Recommendation: Franklin courts have analyzed the issue of "browsewrap" versus "clickwrap" agreements for website users and whether these types of agreements will be binding on the users of the website or app in question. *Sampson Scientific Foundation, Inc. v. Wessel* (Fr. Ct. App. 2017). A "browsewrap" agreement makes the terms of service available to the user, but the user's consent is deemed given by the mere use of the website. *Id.* On the other hand, "clickwrap" agreements involve a pop-up window that requires the user to give affirmative consent to the terms of use (available for the user to read by clicking a link in the pop-up) by clicking a button that says "agree" before

proceeding to use the website. *Id.* Franklin courts have held that "clickwrap" agreements are valid and binding to users, which is consistent with most other states. *Id.* However, Franklin courts have held that "browsewrap" agreements are not automatically binding; rather, they require an analysis into whether or not the user has actual or constructive knowledge of the website's terms and conditions. *Id.* (citing *Hartson v. Hobart* (Fr. Ct. App. 2011)).

For Fun4Kids, a "clickwrap" agreement is recommended in order to assure that the user has actual knowledge of the terms and conditions and therefore the agreement is valid.

Issue: Do parents need to consent to their children's use of the app? How to obtain parental consent?

Analysis and Recommendation: Though the "clickwrap" agreement assures that the terms and conditions are valid, the agreement may not be binding on the children regardless because they are minors. Franklin Civil Code § 200.1(a). Parents can disaffirm contracts entered into by their minor children before the child turns 18 years old. My recommendation is that the clickwrap agreement be directed at both the parents of the children as well as the children themselves to ensure that the correct consent is given and that the consent is given with awareness of all of the relevant terms and conditions.

Federal law also requires verifiable parental consent when the use of a website or app requires disclosure of personal information about the child. 16 C.F.R. § 312.3. This requires the website to provide notice to the parent of what information is being collected from the child including how the information is used, obtaining parental consent prior to the collection of the information, providing a reasonable means for parents to review the information collected and withdraw consent at any time, and a prohibition on conditioning a child's participation on disclosing more personal information than is reasonably necessary to participate in the stated activity. *Id.* Notice is further defined as needing to be clearly and understandably written. 16 C.F.R. § 312.4(a). Notice also must be direct, meaning that the operator must make reasonable efforts to make sure that the parent is receiving information about the collection, use, and disclosure of the child's personal information; additionally, any material change in the collection, use, or disclosure practices must also be disclosed directly to the parent. 16 C.F.R. § 312.4(b). The notice must include whether the operator collected the parent's contact information from the child and the name of the child, that the parent's consent is required before any collection will take place, any additional items of personal information the operator intends to collect as well as potential opportunities for disclosure, a hyperlink to the notice of information practices, the means by which consent can be given, and that if no consent is given, all information will be deleted. 16 C.F.R. § 312.4(c). The parental consent must have the option to consent to the collection and use of the

child's information *without* consenting to disclosure of the information to third parties. 16 C.F.R. § 312.5(a)(2). There are several available methods for verifiable parental consent that will satisfy the requirements as listed in 16 C.F.R. § 312.5(b)(2)(i-v).

Here, in order to obtain verifiable parental consent with the terms and conditions, Fun4Kids needs to use one of these available methods of obtaining consent. The simplest methods include providing a signed consent form returned by the parent through mail, facsimile, or electronic scan, or having the parent call a toll free number staffed by personnel. These are both methods that could be easily built into the app. Additionally, one of the verifiable ways to obtain parental consent involves requiring the parent to use a credit card, debit card, or other online payment system that will then provide notification of each discrete transaction to the account holder. This might be a good way for Fun4Kids to obtain consent since one of the ways they intend to turn a profit is by charging a monthly fee and a fee for each different game used.

Issue: Can credit cards be used on the app under the FTC guidelines? What safeguards will need to be in place for compliance?

Analysis and Recommendation: The recent decision of the FTC in connection with Persimmon Inc. discusses how credit card usage on kids' mobile apps must be conditioned on parental consent. The FTC requires that parents give their express informed consent before being charged for anything sold in the mobile

app, as well as having terms in the service agreement that ensure that parents give express informed consent before opening a window for unlimited purchases. Finally, parents must be able to withdraw their consent at any time.

As long as Fun4Kids obtains parental consent in connection with the use of the credit card on the app, charging a monthly fee should be fine under the FTC guidelines. In order to charge per game played, however, Fun4Kids will need to include provisions in the service agreement that require parental consent before any "window" is opened where unlimited purchases can be made. For example, in the Persimmon case, the app allowed purchases for 15 minutes after entering a parental password - a fact that parents did not give express informed consent about before it occurred. Finally, Fun4Kids needs to allow parents to withdraw their consent to allow charges to be made at any time; there can be no contract that is ongoing and locked into place for an extended period of time. Fun4Kids needs to make sure that the app allows an easy withdrawal from the program to avoid federal liability.

Issue: Can information be obtained from users and provided to advertisers?

(name, address, gender, age, email)

Analysis and Recommendation: Personal information is defined as any individually identifiable information about an individual that is collected online, including first/last name, home address, email address, or *any* information concerning a child or parents of the child that a website collects from a child. 15

U.S.C. § 6501(8). Additionally, the information collected must be disclosed to the parents of the child, along with the uses and disclosures to third parties that the operator intends to make. 16 C.F.R. § 312.4. Finally, an operator may not condition a child's participation in a game or another activity in a mobile app on the child's disclosure of more personal information that is *reasonably necessary to participate* in such activity. 16 C.F.R. § 312.7.

Here, Fun4Kids may obtain the information regarding name, gender, and age and condition the user's ability to participate in the games on this information because the game program needs the information in order for the program to work effectively. However, it must notify parents of the use of this information and its plans to disclose this information to third parties for advertising purposes. The other personal information at issue, address and email address, are not as simple. Fun4Kids may attempt to receive parental consent to obtain this information, but it must be honest that the use of this information is purely for advertising purposes and has nothing to do with the child's participation in the game - the consent and disclosure of this information must be purely optional for the parents. Finally, Fun4Kids must let the parents know if the use of the information changes at any point and allow parents to withdraw consent to the information at any time. It would be wise to have a system set up for efficiently deleting information once consent is withdrawn.

Issue: Do the Franklin state limitations on online advertising to minors apply here?

Analysis and Recommendation: The Franklin Children's Protection on the Internet Act (CPIA) prohibits operators of websites or online applications from marketing or advertising certain products or services to minors. These prohibited products and services include alcoholic beverages; firearms, handguns, or ammunition; cigarettes or other tobacco products; dangerous fireworks; tickets or shares in a lottery game; permanent tattoos; drug paraphernalia; and obscene matter. §18(h)(1)-(8).

As long as Fun4Kids is not planning on providing information to advertisers who sell these particular products or services, this should not be a violation of this act.

END OF EXAM