

**APPENDIX B: SURFER INSTRUCTIONS  
(GENERAL AND CHILDREN'S SURVEYS)**



# INSTRUCTIONS - GENERAL SURVEY FORM

## A. DETERMINING SITE ELIGIBILITY

- (1) First determine **whether a site is likely to be of interest to consumers**

A site is likely to be of interest to consumers if it markets or advertises consumer goods or services **AND** it meets one of the following two conditions:

- a. it provides information of interest to consumers (e.g., weather, sports, stocks, research, health)
  - b. it collects personal information from consumers.
- (2) Where possible, determine eligibility by **looking at the home page**. Look at the buttons, indices, hypertext, or site map. If the home page does not provide enough information about the site to determine eligibility, skim the site looking for consumer-oriented content or instances of information collection from consumers.
  - (3) If the site is not likely to be of interest to consumers, record **“NON”** to the left of the ID Number at the top of page one of the Survey Form and move on to the next URL on your list.

## B. KEY TERMS

- (1) **“Personal information”** is defined to include any of the following: identifying information, such as name, postal address, e-mail address, telephone number, etc; demographic information (e.g., age, gender, education level, income); and preference information (e.g., hobbies, interests).
- (2) A **“Privacy Policy Notice”** is defined as a comprehensive description of the site’s information practices -- what the site does with the personal information it collects from visitors to the site. It is located in one place and may be reached by clicking on an icon or hyperlink.
- (3) An **“Information Practice Statement”** is a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or a choice offered to consumers about their personal information. Examples:
  - We keep all information confidential.
  - We reserve the right to do whatever we want with the information we collect.
  - We don’t share your information with anyone.
  - If you no longer want to be on our mailing list, send us an e-mail at .....
  - We only use the information to process your order

- Click here if you want to be on our mailing list. We don't share this information.

### C. Guidelines for Completing the Survey Form

**Part I:** Enter the sites's ID Number and ID Letter in the spaces provided on page one of the Survey Form and on the tab on the site folder.

**Part II:** Include all personal information collected, regardless of whether it is mandatory for moving through the site or optional.

Remember that language such as "*Click here to be included on our mailing list*" may itself be a means of collecting an e-mail address. Click on the hypertext or adjacent button to determine whether this is the case, or whether either leads you to an information-collection form. In either case, record the type of information being collected (e.g., e-mail address, name, etc).

For purposes of this survey, an **e-mail link to the Webmaster** is not information collection.

#### Part III and IV:

To look for a ***Privacy Policy Notice*** or an ***Information Practice Statement(s)***, try to view every screen on the site. If the site is extremely large, look for screens where personal information collection is likely to occur and where privacy disclosures are likely to be posted. Look at such areas as the home page, registration form, ordering form, survey form, membership page, site's terms of agreement, legal notice, guestbooks, FAQs, contest registration, HELP.

If the site has a **SEARCH tool**, type in such terms as "privacy," "security," "mailing list," or "order form" as an additional means of locating a ***Privacy Policy Notice*** or ***Information Practice Statement(s)***.

NB: Questions 20, 21, and 24 ask you to indicate whether a ***Privacy Policy Notice*** (Qs 20, 21) or an ***Information Practice Statement(s)*** (Q24) appears on a site's "home page." It is possible that one or more of your assigned URLs, when entered into the computer, will take you to a Web page bearing only a company's logo (i.e., no other text or graphics). In the event this occurs, click on the logo (there may be a button to click on) and enter the site. The Web page you are sent to by clicking on the logo (or button) is considered the "home page" in this situation. Therefore, answer Questions 20, 21, and 24 based upon whether a ***Privacy Policy Notice*** (Q20, Q21) or an ***Information Practice Statement(s)*** (Q24) appears on that page.

#### Part V:

**Q26:** The following are examples of things a site might say to indicate that **NONE** of the personal information collected will be disclosed to other entities:

“We do not release any of your information to anybody.”

“We want you to know that we will keep the information you give us confidential.”

**Q27:** The following are examples of things a site might say to indicate that **AT LEAST SOME** of the personal information collected may/will be disclosed to other entities:

“We may release information about our visitors’ interests to other reputable companies, but only in aggregate form. We won’t disclose your name or e-mail address.”

“We won’t share your information with other companies unless you click here [or unless you give us your permission to do so].”

**Q29:** The following are examples of things a site might say to give consumers choices about how their personal information could be used:

“If you do not wish to receive special offers from us, please let us know by sending us an e-mail.”

“We will not share your personal information with any other companies without your permission.”

**In General:**

If you cannot answer a question on the Survey Form, call a proctor.

**Surfing Rules**

1. Begin surfing at the top of your URL list and continue through the list in the order that the URLs appear.
2. Complete Part I of the Survey Form, to the extent you can, for every URL on your list.
3. If the site forwards you to a new URL, record the new URL on the Survey Form on the line titled "URL" and proceed with your survey of this site. Otherwise, do not pursue links to

other sites; be sure to stay within the URL you are assigned. Check the URL at the top of the screen to be sure you have not left that site.

4. If an entire site is **“under construction,”** complete Part I of the Survey Form and record **“UC”** to the left of the ID Number on page one of the Survey Form and go to the next URL on your list. If only a small area of the site is **“under construction,”** view the remaining areas of the site and complete the Survey Form. Use the **“Notes”** section of the Survey Form to indicate that the site is partially under construction.
5. If it is necessary for you to input personal information in order to completely review a site, use the following:

Name: Surf Week  
E-mail address: sweek@ftc.gov  
Postal address: 6th Street and Penn. Ave, N.W.  
Washington, D.C. 20580

6. If, while in a site, you receive an **error message** (“the site is not available” or “404 error”), call a proctor.
7. Due to certain technical limitations, it may become necessary to eliminate some URLs. Reasons for eliminating a URL due to technical limitations are as follows:
  - a. the site requires software *“downloads/plugin-ins”* in order to view the site;
  - b. the proctor informs you that the site cannot be viewed due to *“technological limitations”*; or
  - c. the URL is *“inactive.”*

If you experience any **one** of these conditions, contact a proctor. Only a proctor can make the final determination that a site is **“Eliminated.”** If the proctor designates a URL for elimination, record **“ELIMINATED”** to the left of the ID Number at the top of page one of the Survey Form. Be sure to complete Part I of the Survey Form to the extent you can, even if the URL is eliminated.

### **Printing Tips**

1. After the screen has stopped loading and the bottom tool bar states **“Document Done,”** click the **“Stop”** button at the top of the screen and then print the screen. (Animated banners may appear to be loading/refreshing even though the document is done.)
2. If you have difficulty printing, try the following:

- a. Save the Web page, then Open the saved file, and Print. (In some cases, saving a Web page strips out the graphics - both static and moving - from the saved version. In other cases, saving strips out some graphics, but doesn't remove or suppress a graphic, so that it still may not print.)
  - b. If the banners or graphics on the screen interfere with printing the text of the Privacy Policy Notice or the Information Practice Statement(s), block the text area using your mouse (click and hold the left mouse button and scroll down) and then hit Ctrl-C to copy the text to the clipboard. Then go to Word Perfect 8 and hit Ctrl-V to paste the copied text to a blank page. Then print from Word Perfect. If the printed copy does not record the URL page, write the URL that appears at the top of your screen on the bottom of the printed copy.
  - c. If you cannot print the entire screen and the text you want to print appears in a "Frame," print just the frame by clicking on the frame and then clicking File on the tool bar and "Print Frame." You may also need to block the frame text as described above. If the page still will not print, try displaying and printing in "no frames" mode, assuming the site or page offers a "no frames" option.
  - d. Try to first click on "Print Preview" and then Print from the Preview window.
  - e. Print using the color printer.
3. If you are unable to print the screen, contact a proctor.

## Instructions - Children's Survey Form

### A. DETERMINING SITE ELIGIBILITY

- (1) First determine whether a site is **primarily directed to children**. For purposes of the Survey, children are defined as ages **15 or under**.

A site is **primarily directed to children** if it has **one or more** of the following characteristics:

- (i) it uses language directed to children;
  - (ii) it uses graphics directed to children;
  - (iii) its content is directed to children (e.g., topics, activities, contests, pen pals, chat rooms, posting winners' home pages or art work);
  - (iv) it collects information from children.
- (2) Where possible, determine eligibility by **looking at the entry page as well as the home page**. Note that the entry page may not be the site's home page, but rather the site's children's area. Look at the buttons, indices, hypertext, or site map. If the entry page and the home page do not provide enough information to determine the site's eligibility, skim the site looking for child-directed content, language or graphics, or instances of information collection from children.
  - (3) If a site is directed to a mixed audience, adults and children, but has a designated children's/kids area, complete the survey form with regard to the children's area. Record **"CA"** to the left of the ID Number at the top of page one of the Survey Form and complete the Survey Form based on the children's/kids area.
  - (4) If the site is not directed to children, record **"NC"** to the left of the ID Number at the top of page one of the Survey Form and move on to the next URL on your list.

### B. KEY TERMS

- (1) **"Personal information"** is defined to include any of the following: identifying information such as name, postal address, e-mail address, telephone number, etc.; demographic information (e.g., age, gender, education level, income); and preference information (e.g., hobbies, interests).
- (2) A **"Privacy Policy Notice"** is defined as a comprehensive description of the site's information practices -- what the site does with the personal information it collects from visitors to the site. It is located in one place and may be reached by clicking on

an icon or hyperlink.

- (3) An “**Information Practice Statement**” is a discrete statement that describes a particular use or practice regarding consumers’ personal information and/or a choice offered to consumers about their personal information. Examples:

- We keep all information confidential.
- We reserve the right to do whatever we want with the information we collect.
- We don’t share your information with anyone.
- If you no longer want to be on our mailing list, send us an e-mail at .....
- We only use the information to process your order.
- Click here if you want to be on our mailing list. We don’t share this information.

### C. Guidelines for Completing the Survey Form

**Part I:** Enter the sites’ ID Number and ID Letter in the spaces provided on page \_\_\_\_\_ one of the Survey Form and on the tab on the site folder. Enter the assigned URL.

**NB:** the assigned URL may not be the home page for the site.

You will need to identify the company name. Note that the company name may not be the same as the name in the URL. Scroll to the bottom of the home page and look for a copyright.

**Part II:** Include all personal information collected, regardless of whether it is mandatory for moving through the site or optional.

Remember that language such as “*Click here to be included on our mailing list*” may itself be a means of collecting an e-mail address. Click on the hypertext or adjacent button to determine whether this is the case, or whether either leads you to an information-collection form. In either case, record the type of information being collected (e.g., e-mail address, name, etc).

For purposes of this survey, an **e-mail link to the Webmaster** is not information collection.

### Part III and IV:

To look for a **Privacy Policy Notice** or an **Information Practice Statement(s)**, try to view every screen on the site. If the site is extremely large, look for screens where personal information collection is likely to occur and where privacy disclosures are likely to be posted. Look at such areas as the home page, registration form, ordering form, survey form, membership page, site’s terms of agreement, legal notice, guest

books, FAQs, contest registration, HELP.

If the site has a **SEARCH tool**, type in such terms as “privacy,” “security,” “mailing list,” or “order form” as an additional means of locating a *Privacy Policy Notice* or *Information Practice Statement(s)*.

**NB:** Questions 20, 21, and 24 ask you to indicate whether a *Privacy Policy Notice* (Qs 20, 21) or an *Information Practice Statement(s)* (Q24) appears on a site’s “home page.” It is possible that one or more of your assigned URLs, when entered into the computer, will take you to a Web page bearing only a company’s logo (i.e., no other text or graphics). In the event this occurs, click on the logo (there may be a button to click on) and enter the site. The Web page you are sent to by clicking on the logo (or button) is considered the “home page” in this situation. Therefore, answer Questions 20, 21, and 24 based upon whether a *Privacy Policy Notice* (Qs 20, 21) or an *Information Practice Statement(s)* (Q24) appears on that page.

**Part V:**

**Q26:** The following are examples of what a site might say to indicate that **NONE** of the personal information collected will be disclosed to other entities:

“We do not release any of your information to anybody.”

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“We may release information about our visitors’ interests to other reputable companies, but only in aggregate form. We won’t disclose your name or e-mail address.”

“We won’t share your information with other companies unless you click here [or unless you give us your permission to do so].”

**Q29:** The following are examples of what a site might say to give parents choices about how the personal information could be used:

“If you would like your child’s name to be taken off our mailing list, please let us know by sending us an e-mail.”

“We will not share your or your child’s personal information with any other companies without your permission.”

**In General:**

If you cannot answer a question on the Survey Form, call a proctor.

**Surfing Rules**

1. Begin surfing at the top of your URL list and continue through the list in the order that the URLs appear.
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4. If an entire site is “**under construction**,” complete Part I of the Survey Form and record “UC” to the left of the ID Number on page one of the Survey Form and go to the next URL on your list. If only a small area of the site is “under construction,” view the remaining areas of the site and complete the Survey Form. Use the “Notes” section of the Survey Form to indicate that the site is partially under construction.
5. If it is necessary for you to input personal information in order to completely review a site, use the following:

Name: Surf Week  
E-mail address: sweek@ftc.gov  
Postal address: 6th Street and Penn. Ave, N.W.  
Washington, D.C. 20580
6. If while in a site you receive an **error message** (“the site is not available” or “404 error”), call a proctor.
7. Due to certain technical limitations, it may become necessary to eliminate some URLs. Reasons for eliminating a URL due to technical limitations are as follows:
  - a. the site requires software “*downloads/plug-ins*” in order to view the site;
  - b. the proctor informs you that the site cannot be viewed due to “*technological*

- limitations*”; or
- c. the URL is “*inactive*.”

If you experience any **one** of these conditions, contact a proctor. Only a proctor can make the final determination that a site is “**Eliminated**.” If the proctor designates a URL for elimination, record “**ELIMINATED**” to the left of the ID Number at the top of page one of the Survey Form. Be sure to complete Part I of the Survey Form to the extent you can, even if the URL is eliminated.

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  - d. Try to first click on “Print Preview” and then Print from the Preview window.
  - e. Print using the color printer.
- If you are unable to print the screen, contact a proctor.