

Before the
FEDERAL TRADE COMMISSION
Washington, DC 20580

In the Matter of)
)
Complaint and Request for Investigation of)
Turner Broadcasting Systems, Inc.'s Violation)
of the Children's Online Privacy Protection)
Act in Connection with CartoonNetwork.com)

COMPLAINT AND REQUEST FOR INVESTIGATION

Submitted by

**Center for Digital Democracy
American Academy of Child and Adolescent Psychiatry
Berkeley Media Studies Group
Campaign for a Commercial-Free Childhood
Center for Media Justice
Center for Science in the Public Interest
Children Now
Consumer Action
Consumer Federation of America
Consumer Watchdog
ChangeLab Solutions
Global Action Project
Media Literacy Project
Privacy Rights Clearinghouse
Public Citizen
Public Health Advocacy Institute
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August 22, 2012

Table of Contents

I. Background	2
II. CartoonNetwork.com Fails to Comply with the Children’s Online Privacy Protection Act.....	2
A. The CartoonNetwork.com Website Is Directed to Children Under the Age of 13	3
B. Cartoon Network Collects Personal Information from Children on CartoonNetwork.com	3
C. CartoonNetwork.com’s Collection of Children’s Personal Information Does Not Comply with the COPPA Rule	5
1. Cartoon Network Fails to Comply with COPPA’s Notice Requirements.....	5
2. Cartoon Network Fails to Comply with COPPA’s Requirement that it Obtain Verifiable Parental Consent Before Collecting Personal Information From a Child	8
3. Cartoon Network’s Collection of Email Addresses Is Not Exempt Under COPPA’s One-Time Contact Exception.....	8
4. Cartoon Network’s Collection of Personal Information Does not Follow the Guidance in the FTC’s Frequently Asked Questions	9
III. Conclusion.....	10
Appendix A: CartoonNetwork.com Screenshots.....	A-1
Appendix B: CartoonNetwork.com Privacy Policy.....	B-1

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The Center for Digital Democracy (“CDD”), by its attorneys, the Institute for Public Representation (“IPR”), joined by American Academy of Child and Adolescent Psychiatry, Berkeley Media Studies Group, Campaign for a Commercial-Free Childhood, Center for Media Justice, Center for Science in the Public Interest, Children Now, Consumer Federation of America, Consumer Watchdog, ChangeLab Solutions, Global Action Project, Media Literacy Project, Privacy Rights Clearinghouse, Public Citizen, Public Health Advocacy Institute, and Rudd Center for Food Policy & Obesity at Yale (collectively, “Children’s Privacy Advocates”), ask the Federal Trade Commission (“FTC”) to investigate and bring an action against Turner Broadcasting Systems, Inc. for operating the website CartoonNetwork.com in violation of the Children’s Online Privacy Protection Act (“COPPA”). CartoonNetwork.com is a website directed at children under age 13 that collects personal information from children without giving clear and understandable notice to parents and without even attempting to obtain verifiable parental consent.

I. Background

The Cartoon Network targets children, providing animated entertainment to “more than 99 million U.S. homes.”¹ The Cartoon Network is an ad-supported cable service offered by Turner Broadcasting System, Inc.² Turner is headquartered in Atlanta, Georgia.³

CartoonNetwork.com is a sophisticated interactive website promoting Cartoon Network programming, clearly geared to children under the age of 13. The site offers “advergames”—online video games and other child-oriented activities that incorporate Cartoon Network program elements. The website not only encourages children to spend time playing in the Cartoon Network environment, but it encourages them to facilitate viral marketing by supplying the email addresses of their friends, so that Cartoon Network can send the friends emails urging them to visit the website and play the advergames as well.

II. CartoonNetwork.com Fails to Comply with the Children’s Online Privacy Protection Act

COPPA makes it unlawful for any operator of a website directed to children to collect personal information from a child unless it complies with certain requirements. These requirements include providing notice of the information collection and obtaining “verifiable parental consent for the collection, use or disclosure of personal information from children.”⁴

¹ Turner, Cartoon Network, <http://www.turner.com/company#/brands/cartoon-network> (last visited August 21, 2012).

² *Id.*

³ Turner, Contact Us, <http://www.turner.com/company#/contact-us> (last visited August 21, 2012).

⁴ 15 U.S.C. § 6502.

A. The CartoonNetwork.com Website Is Directed to Children Under the Age of 13

A company is subject to COPPA if it operates a website directed to children, defined as “an individual under the age of 13.”⁵ CartoonNetwork.com is clearly directed to children under age 13. It is clear from the site’s subject matter, visual and audio content, and language that the site is directed at children. For example, the main page of CartoonNetwork.com has games, videos, and toys that appeal to children. Children visiting the site can choose to enter portions of the site that feature *Adventure Time*, *The Amazing World of Gumball*, *Ninjago*, and other popular Cartoon Network programs targeted at children.⁶ The main page also includes child-oriented advertising, such as ads for the new Super Mario Brothers 2 game, and the General Mills’ Honey Nut Cheerios site HoneyDefender.com.⁷

When a child enters a portal for a particular kids’ program, she is greeted by advergAMES based on the programming. In the *Amazing World of Gumball* portal, for example, children can watch videos or play advergAMES based on the animated show by the same name, a show aimed at boys aged six to eleven about the misadventures of the Gumball characters, gangly animated animals with large eyes and chubby cheeks.⁸

B. Cartoon Network Collects Personal Information from Children on CartoonNetwork.com

Games on CartoonNetwork.com collect personal information from children. To illustrate how these games collect personal information, IPR took screenshots of our experience testing

⁵ 16 C.F.R. § 312.2-3.

⁶ See Appendix A at Figure 1.

⁷ See Appendix A at Figures 1-2.

⁸ See Appendix A at Figure 3; Amy Chozick, *Summer TV’s Top Target: Boys*, Wall St. J. (July 13, 2011), available at <http://online.wsj.com/article/SB10001424052702303812104576441790597642646.html>.

“School House Rush,” a game in which Gumball and his friends try to save a school that has flooded.⁹ Whimsical music plays in the background.

As a child plays a game on CartoonNetwork.com, a link at the bottom of the screen gives her the option to “share.”¹⁰ If she clicks on the link, a popup window appears asking her to provide her first name and her friend’s email address.¹¹ However, if a child’s full name is 12 characters or less, such as the simulated full name “Coppa Search,” she is able to input her full name.¹² After the child clicks “send,” the recipient child receives an email from CartoonNetwork.com stating, “Your friend [name] just played this game at CartoonNetwork.com and wants YOU to play it too! What are you waiting for? PLAY NOW.”¹³ This is a form of viral marketing because it promotes Cartoon Network’s programs and related products.

The share form collects personal information from children. The COPPA Rule defines “collects” as “the gathering of any personal information from a child by any means, including but not limited to . . . [r]equesting that children submit personal information online.”¹⁴ An operator need not store the information it receives to “collect” it. As the Commission explained in its Statement of Basis and Purpose when it published the COPPA Rule in 1999, “the definition of collects or collection has been modified to cover any request by the operator that children submit information online.”¹⁵

The COPPA Rule defines “personal information” as “individually identifiable information about an individual collected online.”¹⁶ This includes “an e-mail address or other online contact information, including but not limited to an instant messaging user identifier, or a

⁹ See Appendix A at Figure 4.

¹⁰ See Appendix A at Figure 5.

¹¹ See Appendix A at Figure 6.

¹² *Id.*

¹³ See Appendix A at Figure 7.

¹⁴ 16 C.F.R. § 312.2(a).

¹⁵ Children’s Online Privacy Protection Rule: Final Rule, 64 Fed. Reg. 59,888, 59,889 (1999).

¹⁶ 16 C.F.R. § 312.2.

screen name that reveals an individual's e-mail address.”¹⁷ Email addresses thus indisputably constitute personal information under the rule.

C. CartoonNetwork.com’s Collection of Children’s Personal Information Does Not Comply with the COPPA Rule

Under COPPA, collecting personal information from a child constitutes unfair and deceptive trade practice in violation of Section 5 of the Federal Trade Commission Act unless the site operator complies with the notice and consent provisions set forth in the COPPA Rule.

1. Cartoon Network Fails to Comply with COPPA’s Notice Requirements

The COPPA Rule requires that any website directed to children that collects personal information from children provide notice “of what information it collects from children, how it uses such information, and its disclosure practices for such information.”¹⁸ All notices must be clearly and understandably written, be complete, and must contain no unrelated, confusing or contradictory materials. Further, the COPPA Rule specifies that the website operator “must post a link to a notice of its information practices with regard to children on the home page . . . and at each area on the website . . . where personal information is collected from children.”¹⁹

Turner provides a link to its privacy policy on the CartoonNetwork.com homepage.²⁰ That privacy policy states in relevant part:

PRIVACY POLICY

¹⁷ 16 C.F.R. § 312.2 (c).

¹⁸ 16 C.F.R. § 312.3-4.

¹⁹ 16 C.F.R. § 312.4(b).

²⁰ <http://www.cartoonnetwork.com/legal/privacy.html>. The full text of the privacy policy is attached as Appendix B.

Thank you for visiting Cartoon Network. Your privacy is important to us.

* * *

Cartoon Network is committed to providing fun, safe and secure Sites for people of all ages. We are dedicated to safeguarding all personal information collected online and to helping our visitors learn how to exercise control over personal information while exploring the Internet. Because many visitors to the Sites are children, we make efforts to ensure that children access only the content that is appropriate for them. In addition, we employ special measures to help children protect their privacy while online. We do not ask children to disclose more personal information than is necessary for them to participate in a particular activity, and we take steps to prevent children from posting contact information.

* * *

I. The Information We Collect

At Cartoon Network, we do not collect personally identifiable information on our Sites unless our visitors voluntarily provide it to us when you visit our Sites, including when you participate in activities on our Sites like sweepstakes, contests, games, informational and promotional offers, message boards, chat rooms, profile pages, social community environments, or other public forums, and when you provide information to our customer service representatives. For some activities, such as online polls or surveys, we may ask visitors to provide information that is not personally identifiable. This might include first name only, city or state of residence, age, gender, or a favorite cartoon character. For some other activities, such as entering sweepstakes and subscribing to our e-mail newsletters, we may ask visitors to provide a first name and e-mail address. For other activities, such as sending an electronic postcard or e-mail to a friend, we may also ask for personal information about other people. This is usually limited to a first name and e-mail address. E-mail addresses collected to send an electronic postcard or e-mail to a friend are deleted immediately when the requested postcard or e-mail is transmitted. . . .

* * *

When a child under age thirteen participates in another ongoing activity that requires the collection, retention, and use of personal information, we will also ask for a parent's e-mail address so that we can notify the parent that we have received personal information from their child. We do not knowingly collect names

and e-mail addresses from children under age thirteen for these types of activities without notifying the parent via e-mail and giving the parent the option to remove their child's e-mail address from the applicable database for that activity. For specific one-time requests we receive from visitors, e-mail addresses are collected and used only in connection with the specific one-time request. For example, for sweepstakes and contests, e-mail addresses are collected for the purpose of entering the online sweepstakes or contest on a one-time basis and are used to notify winners of the sweepstakes or contest once by e-mail. Winners will be required to return a completed prize acceptance form contained in the notification e-mail by facsimile or U.S. mail within a designated time period (along with the signature of a parent or legal guardian for all minors).

The notification that the website may collect a child's email address for activities "such as entering sweepstakes and subscribing to our e-mail newsletters" and that the site may ask for personal information about other people for activities "such as sending an electronic postcard or e-mail to a friend" does not provide a complete description of how it uses the information it collects from children. It does not disclose that the site uses children's email addresses to send messages advertising Cartoon-Network-branded advergames. Moreover, the policy is confusing and contradictory because it claims that "we employ special measures to help children protect their privacy while online," but in fact, it uses its child-oriented website to collect children's email addresses and send them marketing messages without adequate notice or verifiable parental consent.

Cartoon Network also fails to post a link to the privacy policy at each point at which it collects personal information. As can be seen in the screenshots recorded during our investigation, the site provides no notice of its privacy policy when it collects email addresses in the share form accessed from each game.²¹ This is a clear violation of Rule 312.4(b)(1).

Finally, the share form makes no mention at all of parents. This violates COPPA Rule 312.4(c), which requires a website operator to "make reasonable efforts . . . to ensure that a

²¹ See Appendix A at Figure 6.

parent of a child receives notice of the operator’s practices with regard to the collection, use, and/or disclosure of the child’s personal information” (emphasis added).

2. Cartoon Network Fails to Comply with COPPA’s Requirement that it Obtain Verifiable Parental Consent Before Collecting Personal Information From a Child

COPPA Rule 312.5 requires the website operator to “[o]btain verifiable parental consent prior to any collection, use, and/or disclosure of personal information from children.”

CartoonNetwork.com makes no attempt to obtain parental consent before collecting a child’s personal information.

3. Cartoon Network’s Collection of Email Addresses Is Not Exempt Under COPPA’s One-Time Contact Exception

Cartoon Network’s collection of children’s personal information without giving notice to parents and obtaining verifiable parental consent does not fall within any of the COPPA exceptions. COPPA Rule 312.5(c) sets forth five exceptions to the consent requirement, only one of which arguably has any relevance here.²² COPPA Rule 312.5(c)(2) provides that verifiable parental consent is not required “[w]here the operator collects online contact information from *a child* for the sole purpose of responding directly on a one-time basis to a specific request from *the child*, and where such information is not used to recontact *the child* and is deleted by the operator from its records.”²³

It is clear from the language that the terms “a child” and “the child” refer to the same child. The FTC anticipated that this exception would apply when a child requested homework help or a

²² The other exemptions are for collecting the parent’s address for purposes of obtaining consent, or where disclosure is necessary to protect the safety of the child.

²³ 16 C.F.R. § 312.5(c)(2) (emphasis added).

copy of a document.²⁴ When Cartoon Network collects the email address of a child’s friend for the purpose of sending marketing messages to that friend, the child’s friend has not requested that Cartoon Network send her anything. Thus, Cartoon Network’s collection of email addresses is not exempt under the plain language of § 312.5(c)(2).

4. Cartoon Network’s Collection of Personal Information Does not Follow the Guidance in the FTC’s Frequently Asked Questions

The FTC’s website has a document entitled “Frequently Asked Questions about the Children’s Online Privacy Protection Rule” (FAQ) that is intended to supplement other compliance materials on the FTC website. Only one question, Question 44, addresses practices similar to the share function utilized by Turner.

44. My child-directed website wants to offer electronic post cards and the ability for children to forward items of interest on my site to their friends. Can I take advantage of one of the email exceptions to parental consent?

It depends on how you design your e-card or forward-to-a-friend system. Any system providing the opportunity to reveal any personally identifiable information (PII) other than the recipient’s email address requires you to obtain heightened verifiable consent from the sender’s parent, and does not fall within one of COPPA’s limited exceptions. This means that if your e-card/forward-to-a-friend system permits PII to be disclosed in either the “from” or “subject” lines, or in the body of the message, then you must notify the sender’s parent and obtain parental consent using one of the more reliable methods to obtain verifiable consent enumerated in the Rule *before* collecting any PII from the child.

In order to take advantage of COPPA’s one-time contact exception for your e-cards, your webform may only ask for recipient’s email address (and, if desired, sender and/or recipient’s first name and last initial). Your e-card system must not permit the sender to enter her full name, her email address, or the recipient’s full name. In addition, you may not provide users with the ability to freely type messages in either the subject line of the e-card or in any text fields.

²⁴ Children’s Online Privacy Protection Rule: Final Rule, 64 Fed. Reg. 59,888, 59,902 (1999).

Finally, you should immediately send the e-card, and then automatically delete the recipient's email address after sending. If you choose to retain the recipient's email address until some point in future (*e.g.*, until e-card is opened by the recipient, or if you allow the sender to indicate a date in the future when the e-card should be sent), you must collect the sender's parent's email address and provide notice and opt-out to sender's parent *before* the e-card is sent. *See* Statement of Basis and Purpose, 64 Fed. Reg. 59888 *et seq.*, available at www.ftc.gov/os/1999/10/64fr59888.pdf, p. 59902, n.222

This guidance may not apply to CartoonNetwork.com at all. It refers to “e-cards” and “forward to a friend features,” suggesting that the guidance was intended to allow children to send birthday cards and holiday greetings to their friends, or to forward an article of interest—not to allow children to be used for viral marketing.²⁵

Even if the guidance applies here, Turner has failed to follow its restrictions. FAQ 44 specifies that “your webform may only ask for recipient's email address (and, if desired, sender and/or recipient's first name and last initial). Your e-card system must not permit the sender to enter her full name, her email address, or the recipient's full name.” Even though the CartoonNetwork.com web form asks only for the child's first name, nothing stops the child from entering both a first and last name, as our investigation discovered.²⁶

III. Conclusion

For the foregoing reasons, Children's Privacy Advocates respectfully request that the FTC take prompt against Cartoon Network for its collection of personal information from children in violation of COPPA. By failing to comply with its obligation to provide notice of its privacy practices and obtain verifiable consent from parents before collecting personal

²⁵ According to the FAQ, Question 44 was revised on October 7, 2008. Children's Privacy Advocates have not been able to find any additional information about the purpose of the question or the revision.

²⁶ *See* Appendix A at Figure 6.

information from children, Cartoon Network endangers children's privacy, exposes children to intrusive marketing behind parents' backs, and violates the FTC's regulations.

Respectfully submitted,

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Appendix A: CartoonNetwork.com Screenshots

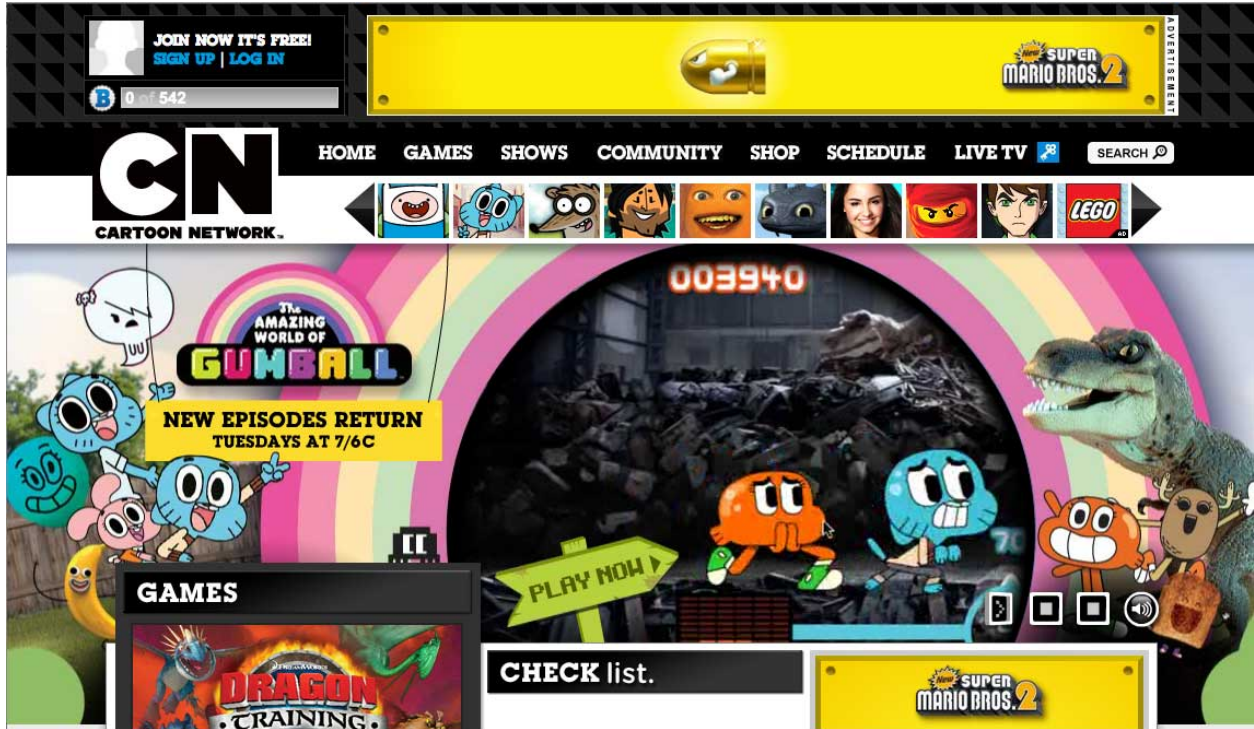


Figure 1
CartoonNetwork.com Homepage

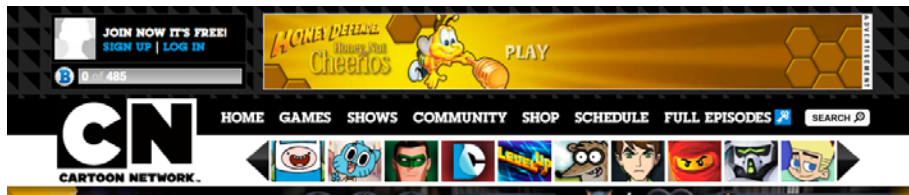


Figure 2
HoneyDefender.com Advertisement

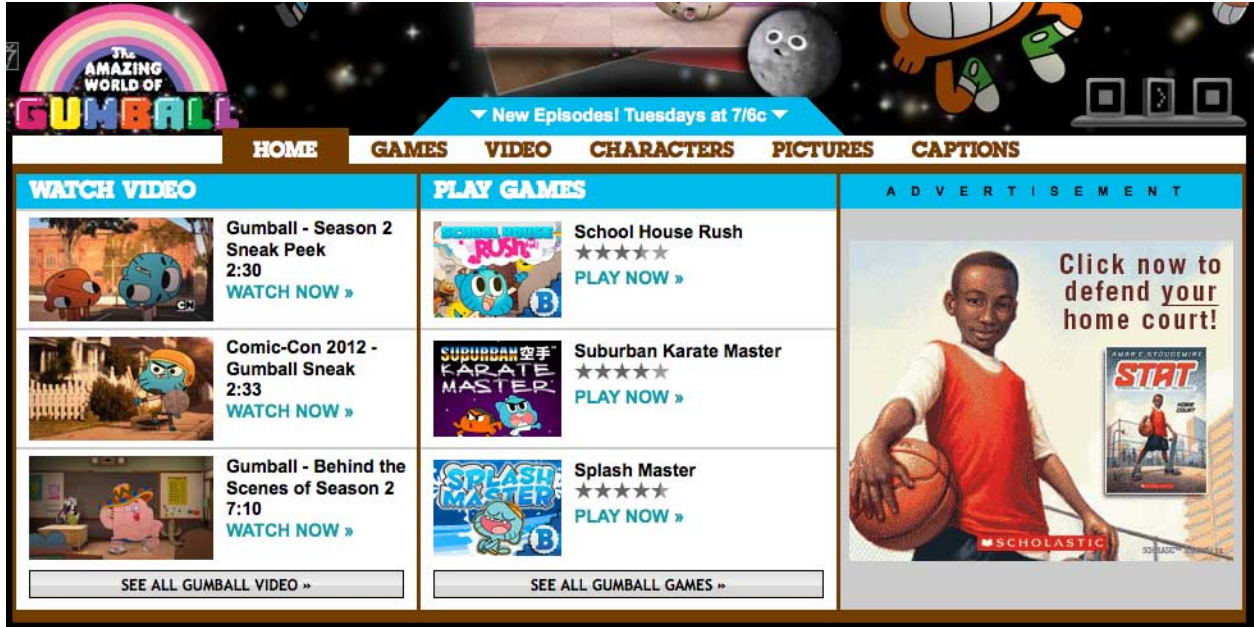


Figure 3
Gumball Portal

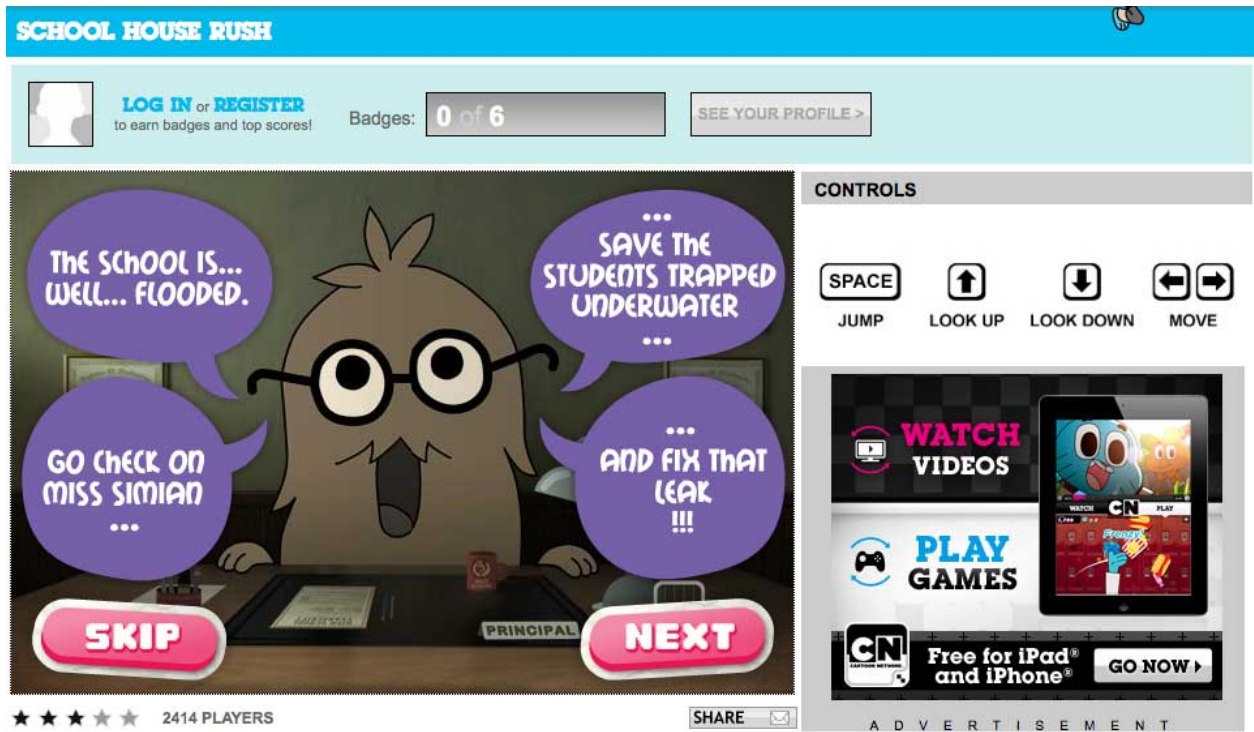


Figure 4
School House Rush

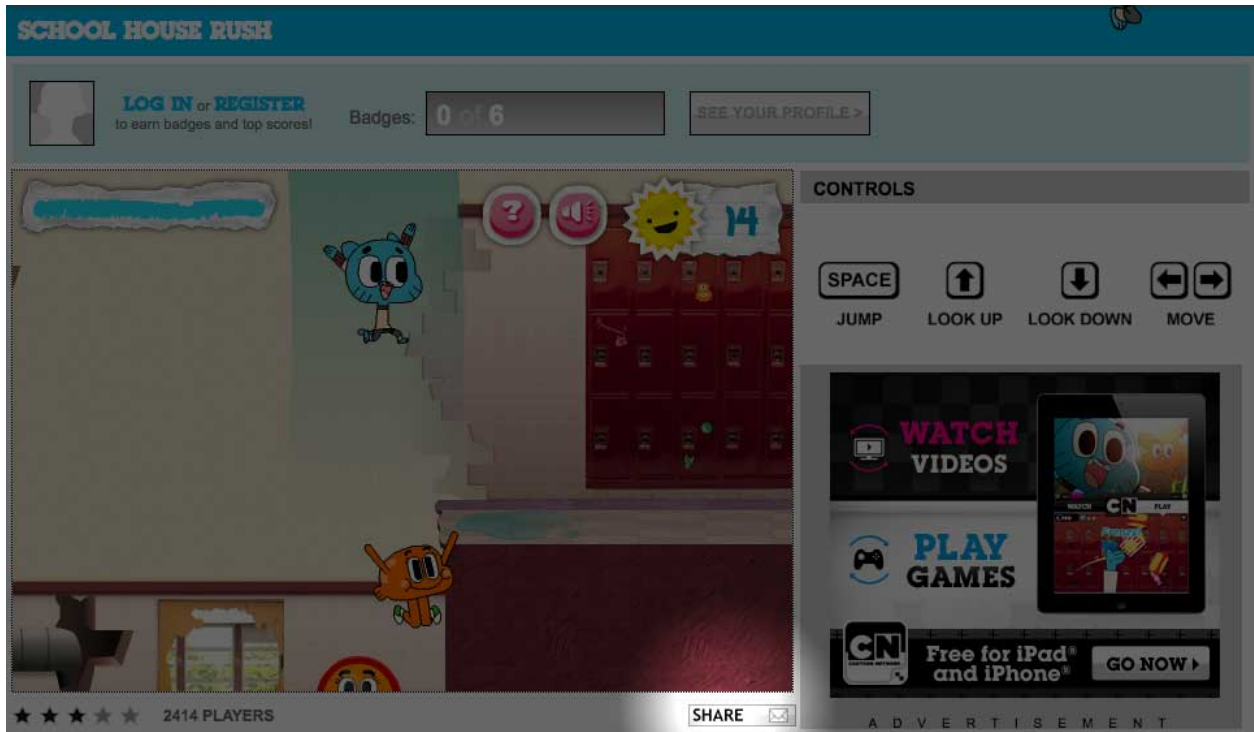


Figure 5
"Share" Link



Figure 6
Share Form

Appendix A: CartoonNetwork.com Screenshots

From: Cartoon Network Hide Details
FROM: no-reply@cartoonnetwork.com +
TO: copparesearch2@yahoo.com Wednesday, May 9, 2012 2:11 PM

CN Your friend **Coppa Search** just played this game at CartoonNetwork.com and wants YOU to play it too!

CARTOON NETWORK.

What are you waiting for?
PLAY NOW →

TM & © 2009 Cartoon Network. A Time Warner Company. All Rights Reserved.
CartoonNetwork.com is a part of the Turner Entertainment New Media Network.

CARTOON NETWORK **Turner**
A Time Warner Company

Figure 7
Recipient Email

Privacy Policy²⁷

Thank you for visiting Cartoon Network. Your privacy is important to us. To better protect your privacy, and to help ensure a rewarding online experience for all visitors, we provide this Privacy Statement summarizing our online information practices and explaining the choices you can make about the way your information is collected and used. This Privacy Statement, where posted, applies to our information practices on Cartoon Network's Web sites (the "Sites") and for products and services we make available on various mobile devices or other platforms ("Apps"). This Privacy Statement does not apply to any other information collected by Cartoon Network and its affiliated entities through any other means. Cartoon Network and its affiliated entities are collectively referred to in this Privacy Statement as "Cartoon Network," "we" or "us."

Cartoon Network is committed to providing fun, safe and secure Sites and Apps for people of all ages. We are dedicated to safeguarding all personal information collected online and to helping our visitors learn how to exercise control over personal information while exploring the Internet. Because many visitors to the Sites are children, we make efforts to ensure that children access only the content that is appropriate for them. In addition, we employ special measures to help children protect their privacy while online. We do not ask children to disclose more personal information than is necessary for them to participate in a particular activity, and we take steps to prevent children from posting contact information.

As we continue to offer our visitors new and different types of content and services, we may modify our practices from time to time.

I. The Information We Collect

Our Sites

At Cartoon Network, we do not collect personally identifiable information on our Sites unless our visitors voluntarily provide it to us when you visit our Sites, including when you participate in activities on our Sites like sweepstakes, contests, games, informational and promotional offers, message boards, chat rooms, profile pages, social community environments, or other public forums, and when you provide information to our customer service representatives. For some activities, such as online polls or surveys, we may ask visitors to provide information that is not personally identifiable. This might include first name only, city or state of residence, age, gender, or a favorite cartoon character. For some other activities, such as entering sweepstakes and subscribing to our e-mail newsletters, we may ask visitors to provide a first name and e-mail address. For other activities, such as sending an electronic postcard or e-mail to a friend, we may also ask for personal information about other people. This is usually limited to a first name and e-mail address. E-mail addresses collected to send an electronic postcard or e-mail to a friend are deleted immediately when the requested postcard or e-mail is transmitted. For some limited activities, campaigns, or offers, intended for parents and adults, we may ask a parent or adult to

²⁷ Current as of August 19, 2012. Available at <http://www.cartoonnetwork.com/legal/privacy.html>.

Appendix B: CartoonNetwork.com Privacy Policy

provide their name, address, e-mail address, telephone number, fax number, credit card information, cable or satellite provider, and/or information about their interests in and use of various products, programs, and services. In order to provide appropriate customer service support for some features of our Sites or improve our products, we may ask visitors to provide a first name, email address and limited information that is relevant to a customer service inquiry.

Visitors who order merchandise or other materials from the Sites or participate in certain interactive features will be required to provide their full name, billing and mailing addresses, e-mail address, telephone number and a credit card number. If an order is being shipped to a third party, we will also need the recipient's name and mailing address. Before collecting information in connection with an e-commerce order, we will verify the validity of the purchaser's credit card. On occasion, we might solicit additional voluntary information regarding shoppers' personal shopping preferences.

When a child under age thirteen participates in another ongoing activity on a Site that requires the collection, retention, and use of personal information, we will also ask for a parent's e-mail address so that we can notify the parent that we have received personal information from their child. We do not knowingly collect names and e-mail addresses from children under age thirteen for these types of activities without notifying the parent via e-mail and giving the parent the option to remove their child's e-mail address from the applicable database for that activity. For specific one-time requests we receive from visitors on Sites, e-mail addresses are collected and used only in connection with the specific one-time request. For example, for sweepstakes and contests, e-mail addresses are collected for the purpose of entering the online sweepstakes or contest on a one-time basis and are used to notify winners of the sweepstakes or contest once by e-mail. Winners will be required to return a completed prize acceptance form contained in the notification e-mail by facsimile or U.S. mail within a designated time period (along with the signature of a parent or legal guardian for all minors).

In connection with registration for certain interactive online games or features on the Sites, we may ask users to provide certain information that is not personally identifiable such as city or state of residence, date of birth and gender. For children under the age of thirteen, we will ask for the child's e-mail address, which will not be stored in a retrievable form but instead using a "hash" or unique code generated from the e-mail address that will allow us on a one-time basis, for example, to respond to an inquiry from the child regarding a lost user name or password. We also may ask for a parental email address for children under age 13 who register in order to provide notice to the parent that his or her child would like to participate in registration for certain interactive features. For individuals age thirteen and over, we may collect and store an e-mail address to use in the case of forgotten passwords and to send newsletters and/or marketing information for which the individual has consented.

When visitors come to our Sites, we also may collect some non-personally identifiable information such as the current Internet protocol address and the type of computer operating system you are using (e.g., Microsoft Windows or Mac OS), the type of browser you are using (e.g., Firefox, Internet Explorer), the domain name of the Internet service provider (e.g., America Online, Earthlink), your activities while visiting our Sites, your activities while playing games or

utilizing services on our Sites (e.g., which of our Web pages you viewed or which games you played), and the advertisements you have been shown.

Our Apps

Our Apps generally include features, functionality and content such as games, videos, and activities. Cartoon Network does not knowingly collect personally identifiable information from children under the age of 13 in our Apps. The data collected in an App may vary by App but will include any information a user provides once the user downloads and uses the App. For example, some of our Apps may require you to first register and create an account with us (e.g. user name, password, or email address) before you can use it. Other Apps may require additional information from you, such as transaction-related information (e.g. when you make purchases, respond to any offers) We may also use information you provide us to reach you when you contact us for help. If you interact with third-party social media sites and applications, we may have access to certain information from your social media account such as your user name, profile picture, information about friends and followers, and content posted or viewed through the social media. When you use social media networking platforms and plugins, you share your information with them and their use of the information will be subject to that social media site's privacy practices. To help improve the design, functionality, performance, and content of our Apps, we usually collect certain information when you use the App on your mobile device, such as usage, viewing and technical data including the type of mobile device you use, your unique device ID, your device's IP address, your mobile operator and operating system, the type of mobile Internet browsers you use, and information about the way you use the App. Our Apps usually do not collect precise information about the location of your mobile device, and only would do so if you are specifically prompted to provide your consent to do so. You can always manage your location preferences at any time by adjusting the settings on your device. If a parent or guardian becomes aware that his or her child has provided Cartoon Network with any personally identifiable information through an App without consent, please contact us at advanced.platforms@turner.com so we can delete such information.

II. How We Use the Information

We use visitors' personal information collected in connection with child-directed activities for internal purposes only, such as enabling visitors to enter our online contests or sweepstakes, to subscribe to an online newsletter, to provide customer service, and/or for the purposes for which you provided the information. We may also use personal information provided by shoppers at a Site such as Shop.CartoonNetwork.com or by parents or adults in other sections of our Sites to send them, by e-mail or direct mail, notification of special offers, sale events, or birthday reminders. These notifications are sent only to those visitors to the Sites who ask to receive them. For some limited activities directed to parents or adults such as offers related to our pro-social initiatives like Stop Bullying: Speak Up or the availability of the Boomerang network in your area, we may disclose personally identifiable information to third parties whose practices are not covered by this Privacy Statement (e.g., local cable affiliates, non-profit organizations) that want to contact you in connection with other initiatives or marketing products or services to you. If a Site shares a parent's or adult's personally identifiable information with such third parties, it will provide the parent or adult with notice or an opportunity to opt out or block such uses.

Appendix B: CartoonNetwork.com Privacy Policy

We use parents' e-mail addresses to notify them when we have received personal information on Sites such as e-mail addresses from their children and to give parents the option to remove their child's name from our lists. We use information we collect about others only to enable visitors to our Site to communicate with those other people, for example, by sending them electronic greeting cards or e-mail or to ship gifts purchased on Shop.CartoonNetwork.com.

We do not keep any personal information we obtain through a contest or sweepstakes until we have successfully selected a winner(s), awarded the prize(s), and administered the contest or sweepstakes. We only use the e-mail addresses of subscribers to our Sites' e-mail newsletters to send them the requested newsletter(s). Each newsletter also includes instructions for subscription removal via return e-mail.

We never sell, rent, or otherwise share our visitors' personal information with third parties without appropriate notice and consent. Sometimes, we use agents or contractors to provide services to our visitors, such as helping us conduct a sweepstakes, sending prizes to winners, shipping customer orders made on the Sites, or providing customer service related to activities on the Sites. In these cases, we require the agent or contractor to keep the information confidential and to use it only for the specific services they are performing. We may on occasion combine information we collect through our Sites with information that we collect from other sources. We sometimes use non-personally identifiable information that we collect to improve the design and content of our Sites, and to improve our visitors' experience on the Sites. We also may aggregate, use and share this information with third parties to analyze Site usage, as well as to offer products, programs, or services.

We may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may use and disclose such information in response to a law enforcement agency's request, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, to verify or enforce compliance with the policies governing our Sites and Apps and applicable laws, or as otherwise required or permitted by law or consistent with legal requirements. In addition, we may transfer personally identifiable information about you if we or one of our business units are acquired by, sold to, or merged with another entity.

We will not use or transfer personally identifiable information in ways that are materially different from the ones described above without also providing parental notification of such practices and obtaining consent for any materially different uses.

III. Cookies and Web Beacons

To enhance your online experience, our Sites use a software technology called "cookies" or similar technologies. Cookies are small text files placed in visitors' computer browsers to store their preferences. Cookies do not contain any personally identifiable information. Although cookies could enable us to relate a visitor's use of our Sites and the Internet to personal information that the visitor has provided, such as an e-mail address, we do not use cookies in connection with personal information with one exception: for some activities, we use session

Appendix B: CartoonNetwork.com Privacy Policy

cookies to ensure that visitors under the age of 13 provide a parental email address to assist with our compliance with the Children's Online Privacy Protection Act. We do use cookies to determine how many visitors we have and how often they visit various sections of our Sites and to improve or customize the content, offerings and/or advertisements on our Sites. For example, we may use cookies to personalize your experience at our Sites (e.g., to recognize you by your user name when you return to a Site), and to enable use of shopping carts on our Sites.

We, our third party service providers and/or our partners also may use cookies to manage and measure the performance of advertisements displayed on or delivered by or through the Sites and Apps. This also helps us, our service providers and partners provide more relevant advertising. For more information regarding third-party ad servers, see "Collection of Information by Third-Party Sites," below.

"Web beacons" or clear .gifs or similar technologies are small pieces of code placed on a web page to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We, our third party service providers and/or our partners may use web beacons on our Sites or Apps from time to time for this and other purposes.

You can change your privacy preferences regarding the use of cookies and similar technologies through your browser. You may set your browser to accept all cookies, block certain cookies, require your consent before a cookie is placed in your browser, or block all cookies. Blocking all cookies will affect your online experience and may prevent you from enjoying the full features offered at our Sites. Please consult the "Help" section of your browser for more information.

IV. Collection of Information by Third-Party Sites, Ad Servers and Sponsors

Our Sites and Apps contain links to other Web sites, including those of sponsors and advertisers, whose information practices may be different from ours. Sometimes these third party Web sites might conduct contests or sweepstakes that are promoted on our Sites. Visitors should consult those other third party Web sites' privacy notices, since those Web sites are not covered by our Privacy Statement and may follow different procedures.

Additionally, we and our advertisers may use third parties to serve or present the ads that appear on our Site and Apps and to conduct research about the advertisements. These third parties may view, edit or set their own cookies. We, our third party service providers and/or partners may also place cookies, web beacons, clear .gifs or similar technologies and collect data to help present such advertisements on our Sites and our Apps, and to help measure and research the advertisements' effectiveness. The use of these technologies by these third parties is subject to their own privacy policies and is not covered by our Privacy Statement. For more information about third-party ad servers and your ability to opt-out of targeted advertising from such third party ad servers generally, please see <http://www.networkadvertising.org/>.

V. International Transfer

Cartoon Network operates globally so it may be necessary to transfer any information provided to these Sites or Apps internationally. In particular, the information provided will likely be transferred to and processed in the United States where many of our central databases operate. The data protection and other laws of other countries, such as the United States, may not be as comprehensive as those in your country. Please be assured that we take reasonable steps to ensure that your privacy is protected. By using this Site, you consent to your information being collected and used as set forth in this Privacy Statement.

VI. Security

We have put in place appropriate physical, electronic, and managerial procedures in an effort to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

We are particularly sensitive to visitors' security concerns regarding the use of credit cards to purchase products over the Internet. For orders placed on our Sites, we use a technology that automatically encrypts credit card data while information is being transmitted over the Internet, provided that the visitor's browser supports the Secure Socket Layer protocol (SSL).

To verify the security of your connection at our Sites, check the lower left corner of your browser window after accessing the server. If you see an unbroken or a closed lock, then SSL is active and the server is secure. You may also check by looking at the URL line of your browser. When accessing a secure server, the site address will change from http to https.

VII. Access and Choice

For information collected on our Sites, visitors and their parents can send a letter or postcard to our Cartoon Network Privacy Manager at the mailing address provided below to:

- access personally identifiable information that a Site has collected online from you or your child,
- correct factual errors in such information,
- request to have this information deleted, or
- request that we no longer collect or maintain such information.

Please be sure to include your e-mail address and a telephone number where we can reach you. To protect our visitors' privacy and security, we will take reasonable steps to verify your identity before granting you access to the personal information that we collect and maintain about you or your child.

For information collected on our Apps, you can stop all collection of information by the App easily by uninstalling it from your device. You may use the standard uninstall processes as may

Appendix B: CartoonNetwork.com Privacy Policy

be available as part of your mobile device or via the mobile application marketplace or network. If you would like to opt out and stop receiving marketing communications from us, you may follow the "unsubscribe" instructions provided in any marketing email or for mobile device push notifications, you can manage your preferences either through your device or App settings depending on the type of device. If you'd like us to correct, update your information, or help you opt out from our marketing communications and/or delete user provided data that you have provided via the App, please contact us at advanced.platforms@turner.com and we will respond in a reasonable time. Please note that some or all of the user-provided data may be required in order for an App to function properly, and we may be required to retain certain information by law. To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access or making corrections or deletions.

VIII. Contact Us

If you have any questions, comments or concerns regarding our Privacy Statement and/or practices, please contact us at the following e-mail address, mailing address and telephone number:

Email: Privacy.CartoonNetwork@turner.com

Mailing Address (Postcards only, please):

Privacy Manager - Cartoon Network
TEG Online
1050 Techwood Drive
Atlanta, GA 30318

404-878-0694

IX. Updates & Effective Date

From time to time, we may update this Privacy Statement. We will notify you about material changes in the way we treat personally identifiable information by placing a notice on our Sites. We encourage you to periodically check back and review this Privacy Statement so that you always will know what information we collect, how we use it, and to whom we disclose it.

The Privacy Statement posted on this Site was updated on or about August 6, 2012.

X. A Final Note to Parents

The Internet offers a world of opportunity for children. Your guidance and involvement are essential to help ensure that children have a safe and rewarding online experience. Your efforts to instill responsible information practices will help steer your children to age-appropriate sites, and will go a long way toward ensuring that your children have enriching experiences in content provided online, mobile or on other digital platforms or environments.