

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580



Bureau of Consumer Protection

April 17, 2012

VIA EMAIL to [wkeeley@caru.bbb.org](mailto:wkeeley@caru.bbb.org)

Wayne Keeley, Director  
Children's Advertising Review Unit  
70 West 36<sup>th</sup> Street  
New York, New York 10018

Re: [www.seewinter.com](http://www.seewinter.com)

Dear Mr. Keeley:

As you know, in February 2012, CARU publicly referred the website [www.seewinter.com](http://www.seewinter.com), operated by the Clearwater Aquarium, to the Federal Trade Commission for review under the Children's Online Privacy Protection (COPPA) Rule.

The Commission is grateful for the work of CARU in offering a voluntary forum to address practices that may violate CARU's guidelines and the principles of the Federal Trade Commission Act. Referrals from your organization always are reviewed thoroughly to determine whether action by the Commission in the public interest is appropriate. In this case, our staff reviewed the [www.seewinter.com](http://www.seewinter.com) website and determined that the information collection practices that had triggered CARU's inquiry had been remedied. Accordingly, we referred this matter back to CARU.

Very truly yours,

Mary K. Engle  
Associate Director  
Division of Advertising Practices