Exhibit B

ATTESTATION

In submitting this application on behalf of _____, I undertake that, if accepted into CARU's Safe Harbor program, the Website(s) identified in this application will:

Adhere fully to the requirements of the CARU Safe Harbor Compliance Checklist, the COPPA rule, and CARU's *Self-Regulatory Guidelines for Children's Advertising*, including the Guidelines for Interactive Electronic Media.

Be subject to the provisions of the *NAD/CARU/NARB Procedures (Procedures)*, including those concerning complaints, appeals and enforcement of compliance. The enforcement provisions include public reporting of non-compliance through issuance of press releases and publication in the NAD Case Reports and on CARU's Website, referral of non-compliant sites to appropriate government agencies, and removal of any link or statement on the operator's privacy policy that refers to its status as a participant in good standing in the CARU Safe Harbor program. I understand that the site will be monitored and seeded by CARU.

Participate fully in resolving any disputes through the provisions of the Procedures and will agree to take appropriate corrective action as required by the Procedures.

Conduct a third-party security audit at its own expense if there is a material breach in security and internal due diligence and CARU's inquiry reveal no satisfactory explanation of how the breach occurred, and CARU requests such third-party audit.

Submit to CARU on each anniversary of the date of acceptance into the CARU Safe Harbor Program a Self-Assessment Form based on current privacy practices on _____'s Website(s); and

In the event of any material change to the (privacy) information practices on _____ _____'s Website(s), submit to CARU for review a full description of such change.

_____ _____

Designated Safe Harbor Representative Date:

Printed Name and Title: _____