

**CARU INITIAL WEBSITE REVIEW AND SEEDING FORM**

**Review Date:** \_\_\_\_\_

**Site name, URL(s):** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Does the site have a privacy policy that is prominently linked from the home page? (attach copy) If yes, is it clear and easy to understand?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Is the policy linked to all areas where information is collected?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Does the company provide its full name and contact information (offline as well as online)? (attach information as provided)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Is CARU mentioned in the privacy policy? Is there a link to our site?**

\_\_\_\_\_  
\_\_\_\_\_

**Does the site collect personally identifiable information? If yes, what type? (name, e-mail, home address, phone, social security, city, zip code)**

Exhibit D

---

---

---

---

**Does it collect other information linked to personal information, for example, hobbies?** \_\_\_\_\_

**Does it collect more information than reasonably necessary for the activity?**

---

**Does the privacy policy specify how information collected will be used? List.**

---

---

**Does the site feature message boards, chat areas or other features where a child's personal information can be publicly disclosed?**

---

---

**If the site shares information with third parties, does it explain whom it will be shared with and the purposes? List.**

---

---

---

---

---

---

**Does it state that third parties have agreed to maintain confidentiality?** \_\_\_\_\_

**Are parents told how they may choose not to have their child's information shared with third parties?**

---

---

**Does the site place cookies? If yes, are they coupled with any personally identifiable information?**

---

---

**Does the site disclose that it uses cookies in its privacy policy?** \_\_\_\_\_

**Do they ask for parental contact information? Specify type requested:**

---

---

---

**Is the purpose for the parental contact information stated?** \_\_\_\_\_

**Please complete any site registration using a unique seeding mechanism (email/name):**

**Child's name:** \_\_\_\_\_

**Child's age:** \_\_\_\_\_

**Child's e-mail:** \_\_\_\_\_

**Parent's e-mail:** \_\_\_\_\_

**Other information required and provided: (offline information)**

---

---

---

---

**Did you receive a parental e-mail notification from the site about your registration? (please attach)**

---

---

**Did it include information about the type of information collected at the site?**

---

---

**Did it state whether the information would be shared with other parties?**

---

---

**Did it explain how parents can review, remove or modify the information?**

Exhibit D

---

---

**Does it explain procedures for verifying that it is, in fact, the parent requesting such review, removal or modification?** \_\_\_\_\_

**Does the site need to obtain verifiable parental consent? Specify the type of activity that triggers the need for parental consent:**

---

---

---

---

**What methods to obtain vpc are used (e.g. facsimile, mail, toll free phone registration)? Please complete a registration using the methods provided and include all correspondence in the site file.**

---

---

---

---

**Does the site link to other sites? Please provide urls for sites that are linked to:**

---

---

**Does the site include bumper screens or notices warning children not to provide personally identifiable information?**

---

---

**Does the site link to advertisements? If yes, are they marked as ads?**

---

---

---

---

---

---

**Are the ads suitable for children? Provide a few examples.**

Exhibit D

---

---

**Are bumper screens used before the user leaves the site to view an advertiser's site?**

---

---

**General concerns or comments about the site:**

---

---

---

---

---

**CARU was properly notified of material changes to the privacy practices of the site?** \_\_\_\_\_

**Are there any security concerns about the site?**

---

**Initial Contact Date:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_