

# BEST PRACTICES FOR COPPA COMPLIANCE



## IMPLEMENT STRONG AGE VERIFICATION



## REVIEW & UPDATE YOUR PUBLISHED PRIVACY DOCS

Remember: Indefinite retention of children's data is not permitted and indefinite retention to improve algorithms is not reasonable nor is it a justification to override legal bans on indefinite retention of data. Given the enforcement landscape, we strongly suggest complying with the requirements here.





**OBTAIN VERIFIABLE  
PARENTAL CONSENT**



**PRACTICE DATA  
MINIMIZATION & PURPOSE  
LIMITATION**



**ENSURE  
TRANSPARENCY IN  
ADVERTISING**



**HONOUR PARENTS'  
ONGOING RIGHTS**



**TAKE REASONABLE  
MEASURES TO PROTECT THE  
DATA**



## BE AWARE OF THE RISKS

Failure to comply with the updated rules carries significant risk of financial penalties,, legal actions from the FTC and state attorneys general, and reputational damage.



## SEEK LEGAL ADVICE

If you're uncertain about your obligations, our privacy attorneys are available to help.



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