



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

January 5, 2015

Shai Samet, Esq.
Founder and President
kidSAFE Seal Program
122 North Orange Drive
Los Angeles, California 90036

Dear Mr. Samet:

Earlier this year, the Federal Trade Commission approved the application to allow your company to serve as a recognized safe harbor program for purposes of implementing the Children's Online Privacy Protection Act ("COPPA") Rule.¹ In connection with that approval process, you agreed to modify the language of the seal used to indicate a company's compliance with your kidSAFE+ self-regulatory guidelines ("KSP Program"). Specifically, you changed the language in the KSP Program seal from "CERTIFIED" to "PRIVACY CERTIFIED." The purpose of this change was to better distinguish the KSP Program from your other certification service, which does not cover COPPA.

Recently, you sought permission to change the KSP Program seal language to "COPPA CERTIFIED." Your position is that such a change will more accurately describe the precise nature of the KSP Program certification. The Commission believes that the proposed change is acceptable and, therefore, approves your request.

By direction of the Commission.

Donald S. Clark
Secretary

¹ 16 C.F.R. § 312.