

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



Division of Advertising Practices

March 24, 2011

Jerad Rose  
6620 Rockview Way  
Louisville, KY 40299

Re: AnimalCrossingCommunity.com, FTC File No. 102-3081

Dear Mr. Rose:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has investigated whether you violated the FTC's Children's Online Privacy Protection Rule ("COPPA Rule"), 16 C.F.R. Part 312, through the operation of your website [animalcrossingcommunity.com](http://animalcrossingcommunity.com) ("ACC"). The COPPA Rule requires operators of websites or online services directed to children under the age of 13, and operators who have actual knowledge that they are collecting personal information online from such children, to provide notice of their information practices to parents and to obtain verifiable parental consent prior to collecting, using, or disclosing children's personal information.

We have determined not to recommend enforcement action against you at this time. Certain factors contributed to this decision, including that you: deleted the personal information improperly collected and disclosed from children; ceased the violative collection of personal information from children; implemented a reasonable means of obtaining verifiable parental consent; and revised the ACC Privacy Policy to reflect the changes made on the website. The staff appreciates your prompt response and cooperation, and your commitment to ensure that you comply with the COPPA Rule in the future.

This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

A handwritten signature in cursive script that reads "Mary K. Engle".

Mary K. Engle  
Associate Director