



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

Bureau of Consumer Protection  
Division of Advertising Practices

March 12, 2008

**VIA FEDERAL EXPRESS**

Dennis Rodriguez  
WUK Music Group  
2632 Port of Call Drive  
Las Vegas, NV 89128

Re: *WUK Music Group, FTC Matter No. 082 3077*

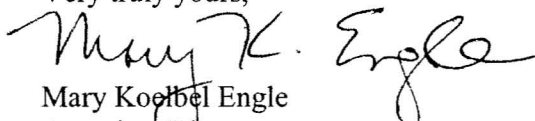
Dear Mr. Rodriguez:

As you know, upon referral from the Children's Advertising Review Unit of the Council of Better Business Bureaus, the staff of the Federal Trade Commission has conducted an investigation into whether, in operating the website [www.daechelle.com](http://www.daechelle.com), you have violated provisions of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45(a), and the FTC's Children's Online Privacy Protection Rule (COPPA Rule), 16 C.F.R. § 312. In pertinent part, the COPPA Rule requires operators of websites directed to children under 13 years of age, or that 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 personal information from children under 13.

Upon review of the matter, we have determined not to recommend enforcement action at this time. Among the factors we considered are that you collected personal information from an extremely small number of children in connection with registrations for the fan club portion of the daechelle.com site, and that, in late 2007, you deactivated the fan club, thereby halting the information collection practices that were the subject of the staff's inquiry. Moreover, you have indicated that should you reactivate the fan club in the future, you intend to limit the information you collect online, and to design and operate the daechelle.com site in a manner that complies with the COPPA Rule, including revising your posted privacy policies to ensure that they accurately reflect your information collection practices, and informing parents of your information practices and their rights under COPPA.

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,

  
Mary Koebel Engle  
Associate Director