

# Children's Safety on LEGO.com

The LEGO Group is dedicated to fostering creativity and learning in all its products and online experiences while committed to ensuring the safety and well-being of children of all ages. To this end, The LEGO Group is constantly updating some of the world's strictest safety standards for our toys: standards that start in the earliest stages of a product's development and reach beyond the point when the plaything is in kids' hands. And we're just as devoted to your child's safety when they're in the virtual playground that is LEGO.com.

The LEGO Group recognizes the unique challenges inherent in developing web content for young audiences. Trusting and anxious to explore, kids often have limited abilities to evaluate information or to recognize other people's intentions. Youngsters also might be easily upset by content that's not designed for their sensibilities.

To protect our most vulnerable audience, we've established a Children's Safety Group within the LEGO Online Communications department. Dagmar Plocher is a Children's Safety Manager and a dedicated member of that team. She explains that the LEGO Group's online safety program for kids begins with rigorous adherence to the policies of the Children's Online Privacy Protection Act (COPPA). COPPA protects children under 13 through detailed regulation of how information may be collected from them and enforcing strict limits on how that information may be used. COPPA also allows for the creation of self-regulation programs within industry groups.

The Children's Advertising Review Unit (CARU) is the self-regulatory group to which LEGO.com is subject. CARU has established *Self-Regulatory Guidelines for Children's Advertising* that account for kids' unique impressionability. CARU also actively monitors advertising and online privacy practices regarding children, seeking voluntary change if a company's advertising or privacy practices are found to be misleading, inaccurate or inconsistent with their *Guidelines*.

The LEGO Group's diligence in adhering to COPPA and CARU policies has helped establish LEGO.com as a benchmark in safe online experiences for children, even as we provide young fans from all over the world with inspiring opportunities to interact with each other and LEGO. Dagmar's team of highly trained moderators is also crucial to these efforts. We're lucky to have an enthusiastic audience submitting around one million message board and gallery postings every year—and the numbers are growing. A moderator *personally* reviews each and every submission to ensure compliance with online safety guidelines developed within the LEGO Group.

Dagmar points out that these internally developed guidelines strictly prohibit posting information that could personally identify a child, such as their photo, real name, e-mail address, phone number or physical location. The LEGO Group also wants to help prevent kids from being exposed to web content that might make them feel anxious or frightened, so our moderators disallow language and images that might seem threatening, obscene, or discriminatory.

LEGO.com is an expressive and inclusive environment for kids because the LEGO Group holds the website to the same extraordinarily high safety standards as our other products. Adhering to the regulations established by COPPA and CARU forms the foundation of our children's online safety policy, but we offer additional safeguard through our own stringent and constantly updated guidelines. Your young ones may

not even be aware of the ways we're looking after them in our virtual playground, but parents have rightly come to expect that security from LEGO.