

Quiz: Do You Know Kids' Privacy?

What qualifies as "personal information" under COPPA and can't be collected from kids by companies without prior parental consent?

- A: Geolocation information
- B: Audio recordings
- C: Both of the above

A data breach allows my kid's school to be hacked, revealing my kids' personal information. This is a COPPA violation.

- A. True
- B. False

Analyzing raw data -- including kids' data! -- and turning it into information that may be useful to the companies is called:

- A. Opting out
- B. Data brokering
- C. Data mining

A British privacy regulator fined this company half a million pounds after reports surfaced that the personal data of millions of people was shared for political purposes without those people's consent or knowledge?

- A. Facebook
- B. Snapchat
- C. Pokémon Go

Which of the following can be "smart" household items, meaning they're internet capable and often vulnerable to hacking?

- A. Refrigerators
- B. Toys
- C. Both of the above

This principle means that a person should be able to do things -- such as talk on the phone -- and be left alone, free of government or corporate interference.

- A. Freedom of speech
- B. Right to privacy
- C. Cross-device tracking

COPPA was intended to give parents control over information collected from their children under what age?

- A. 5
- B. 13
- C. 18

Bonus: COPPA was mentioned on what TV show?

- A. *Silicon Valley*
- B. *Veep*
- C. *Game of Thrones*

Answer Key

What qualifies as "personal information" under COPPA and can't be collected from kids by companies without prior parental consent? Both geolocation information and an audio recording featuring a kid qualify as "personal information" under COPPA and can't be collected from kids by companies without prior parental consent. Anything featuring a kid's face or voice -- for example, photos or videos -- also counts, along with any other information that would allow for the contacting of a child. Prior consent can be a variety of things, including anything from a parent or guardian's signature to a phone call.

A data breach allows my kid's school to be hacked, revealing my kids' personal information. This is a COPPA violation.

False! A data breach that allows my kid's school to be hacked, revealing my kid's personal information, is not a COPPA violation. COPPA only applies to certain commercial websites, services, and apps, not to schools. If a website does not exercise reasonable security, that could be a COPPA violation. Other COPPA violations include an online contest collecting a kid's name, address, and birth date without consent or a kids' website not sharing a clear privacy policy with parents about what information is collected from kids and how it's used.

Analyzing raw data -- including kids' data! -- and turning it into information that may be useful to the companies is called: Companies mine data by analyzing raw data -- including kids' data! -- and turning it into inferences, insights, and information that may be useful to the companies. Data mined can include location, age, employer, relationship status, and media consumed -- even electricity usage. It also includes offline data, such as purchases you make at a store.

A British privacy regulator fined this company half a million pounds after reports surfaced that the personal data of millions of people was shared for political purposes without those people's consent or knowledge? Facebook was fined half a million pounds (over \$640 million) by a British privacy regulator after media investigations reported that Cambridge Analytica used the personal data of 87 million people for political purposes without their consent or knowledge. Cambridge Analytica got this information through a researcher, who had built a quiz that collected not only the information of Facebook users who downloaded the quiz but also the information of their friends.

Which of the following can be "smart" household items, meaning they're internet capable and often vulnerable to hacking? Both refrigerators and toys can be "smart" household items that are internet capable and often vulnerable to hacking. Although being able to talk to and program "smart" items is appealing, there are security concerns. Often, these items -- especially inexpensive ones, like toys -- do not prioritize security. When using connected devices, figure out whether you can limit any information collection or sharing. This capability may be in the settings or a product manual.

This principle means that a person should be able to do things -- such as talk on the phone -- and be left alone, free of government or corporate interference. The right to privacy is generally understood to mean a person being able to do things -- such as talk on the phone -- and be left alone, free of government or corporate interference. Kids especially deserve the freedom to explore and find their voices, online and off, without a permanent digital record.

COPPA was intended to give parents control over information collected from their children under what age? COPPA was intended to give parents control over information

companies collect online from their children under the age of 13. Although COPPA's rules have gone through modernizations, this guiding principle has remained the same.

Bonus: COPPA was mentioned on what TV show? COPPA was mentioned on Episode 2, Season 4 of the TV show *Silicon Valley*. See the clip [here](#). For more about *Silicon Valley* -- and where to watch it -- see Common Sense's [review](#).