



**National  
Programs**  
Children's Advertising  
Review Unit®

# Pre-Screening Services for Child-Directed Advertising

From concept to final cut, CARU's pre-screening services help businesses and agencies spot and correct problems before ads and promotional websites go live.

CARU pre-screening is quicker and more cost effective than hiring outside counsel, and with our industry-leading compliance review process, you can be confident that your ad will not be subject to a self-regulatory investigation. Take advantage of our one-on-one support as you navigate CARU compliance.

Creating children's advertising is full of potential pitfalls. If your ad shows children playing in a pool, did you remember to include a shot of an adult supervising? Don't risk having to reshoot. Avoid expensive mistakes with CARU's pre-screening services.

## **Expert guidance available at all stages in the creative process**

- ◆ CARU advises companies about advertising at all stages, from concept to storyboards and scripts to rough cuts for all advertisement platforms
- ◆ Spot any potential problems with an advertisement before it goes into production

## **Comply with applicable guidelines and laws without stifling creativity**

- ◆ CARU helps companies and agencies develop their advertising and web promotions in compliance with CARU's guidelines
- ◆ At the completion of a review, CARU offers analysis, advice, and input regarding proper messaging and content prior to distribution

To learn more about how CARU's quick turnaround pre-screening services can help your business, please contact [caruprescreen@bbbnp.org](mailto:caruprescreen@bbbnp.org).

The Children's Advertising Review Unit (CARU), a division of BBB National Programs and the nation's first Safe Harbor Program under the Children's Online Privacy Protection Act (COPPA), helps companies comply with laws and guidelines that protect children from deceptive or inappropriate advertising and ensure that, in an online environment, children's data is collected and handled responsibly. When advertising or data collection practices are misleading, inappropriate, or inconsistent with laws and guidelines, CARU seeks change through the voluntary cooperation of companies and where relevant, enforcement action.

To learn more, please visit [bit.ly/CARU\\_COPPA\\_SafeHarbor](http://bit.ly/CARU_COPPA_SafeHarbor). CARU's Pre-Screening service is free for National Partners.