

DAY 1

Welcome to CARU 2021

June 8 / 1:00-1:10 PM ET

Welcome to the Children's Advertising Review Unit (CARU) annual conference, CARU 2021. In this session leaders from BBB National Programs, the independent non-profit home to CARU, will walk attendees through the event's agenda, outline housekeeping notes, and introduce attendees to our virtual event platform, including how to navigate from session to session.

- ◆ Eric D. Reicin – President and CEO, BBB National Programs
- ◆ Dona J. Fraser – Senior Vice President, Privacy Initiatives, BBB National Programs
- ◆ Mamie Kresses – Vice President, Children's Advertising Review Unit (CARU), BBB National Programs

The Future of “Age Appropriate Design”

June 8 / 1:10-2:00 PM ET

Unlike COPPA, under the ICO's Age Appropriate Design Code, a child is anyone under age 18. Under this code, which goes into effect in September 2021, the challenges for companies increase significantly. Stephen Bonner will discuss the ICO's code, why it is needed, what it means for companies in the children's space, and how it will be implemented.

- ◆ Stephen Bonner – Executive Director, Regulatory Futures, UK Information Commissioner's Office
- ◆ Dona J. Fraser – Senior Vice President, Privacy Initiatives, BBB National Programs (Moderator)

More Than a Number: What's age got to do with it?

June 8 / 2:00-3:00 PM ET

In 2020, people ages 13 to 22 surpassed 2.5 billion worldwide. Teens may not qualify as a “child” from many regulatory standpoints, especially in the U.S., but this generation is impacting our world in a big way and the teenage space is becoming a hot topic in children's privacy conversations from Capitol Hill to corporate board rooms. Gen-Z authority Kathleen Hessert discusses the shifting and evolving definition of a child and introduces us to today's definition of a teenager.

- ◆ Kathleen Hessert – Founder & President of Communication Concepts, Sports Media Challenge, and WeRGenZ

Global Footprints: How Businesses Can Navigate Varying Age Restrictions Across Borders

June 8 / 3:15-4:15 PM ET

It's not just Merriam-Webster that has multiple definitions for a "child." Under U.S. law, depending on where you look, a child is defined as someone under age 13 but also someone under age 18. In a global economy, the definition of a child matters to businesses selling products and services. What happens to a business' advertising and privacy practices when evolving regulations across the globe shift their definitions of a child? This panel will address the global patchwork of regulations and the challenges for businesses that find themselves in the "children's space," whether they intended to be there or not.

- ◆ Brie Janke - Senior Counsel, The Proctor & Gamble Company
- ◆ Marcel Leonardi - Attorney and Law Professor, Sao Paulo, Brazil
- ◆ Guy Parker - Chief Executive, UK Advertising Standards Authority, President of ICAS
- ◆ Michelle Totonis - Director, Senior Legal Counsel - Product and Marketing Development, LEGO Group
- ◆ Lorna Cropper - Director, FieldFisher (Moderator)

Home vs School: The Challenges and Opportunities of EdTech

June 8 / 3:15-4:15 PM ET

The 2020-2021 school year delivered an unprecedented situation - school and home became one - and the reliance on internet-based programming and EdTech exploded. This panel will explore the opportunities and special challenges when creating and marketing educational technology for children, whether in programs designed for school or independent use. Panelists will also discuss the unique challenges faced over the last year, including issues related to COPPA and FERPA, as compliance was front and center for EdTech companies.

- ◆ Bart Epstein - CEO, EdTech Evidence Exchange and Research Associate Professor, UVA School of Education
- ◆ Maggie McGuire - CEO, Pinna LLC
- ◆ Bryan L. Miller - Education Consultant/Senior Director Global Strategic Outreach, Wonder Workshop
- ◆ Anisha Reddy - Policy Counsel, Future of Privacy Forum
- ◆ Sara Kloek - Senior Director, Education Policy, SIIA (Moderator)

DAY 2**Marking a Milestone with Meaningful Change****June 9 / 1:00-2:00 PM ET**

CARU's Advertising Guidelines set the standard for responsible advertising to children under age 12 and are periodically revised to address changes in media and marketing. That time is now as the advertising landscape has seen dramatic change - from new technology and platforms to an increased recognition of the importance of diversity and inclusion in content and creative. In this session, CARU leadership previews upcoming changes to the Advertising Guidelines, breaking down what, why, and how of those changes before they go into effect on January 1, 2022.

- ◆ Mary K. Engle, Executive Vice President, Policy, BBB National Programs
- ◆ Mamie Kresses - Vice President, Children's Advertising Review Unit (CARU), BBB National Programs
- ◆ Dona J. Fraser - Senior Vice President, Privacy Initiatives, BBB National Programs (Moderator)

Kid Influencers: 2021's Youth Influencer Trends and Challenges**June 9 / 2:00-3:00 PM ET**

Many children in today's technocentric world find themselves with an internet brand before they can speak. When that digital content is turned into real-world income, we enter the world of kid influencers, a complex and evolving landscape that is challenging both to understand and to regulate. On this panel, experts will discuss how influencer marketing to children and teens is changing and the considerations, challenges, and lessons to be learned.

- ◆ Emily Brady - Founder of the Elena and Clara and Doll Time YouTube channels
- ◆ Allison Fitzpatrick - Partner, Davis+Gilbert LLP
- ◆ Pamela Keeny Lina - Senior Counsel, WarnerMedia
- ◆ John Nolie - Co-founder and Head of Partnerships, batteryPOP LLC
- ◆ Phyllis H. Marcus - Partner, Hunton Andrews Kurth (Moderator)

Playing it Safe: Understanding Today's Challenges in Children's Online Gaming

June 9 / 2:00-3:00 PM ET

In children's online gaming, player behavior has the potential to make or break your game. Fostering a positive community is essential for creating safe spaces for children and teens online, but there are practical and technological challenges associated with developing content moderation systems or using artificial intelligence and machine learning to help manage the online environment. Panelists will explore the opportunities and challenges of designing and operating online games that appeal to children and/or teens and discuss their insights on new approaches to content moderation at scale. Experts will also discuss new opportunities for revenue generation that do not rely on traditional advertising.

- ◆ Kyle Hulse - Roblox game developer
- ◆ Samuel Jordan - Roblox developer
- ◆ Izzy Neis - Head of Digital, ModSquad
- ◆ Katie Salen Tekinbas - Professor, Department of Informatics, University of California, Irvine
- ◆ Nicholas Walters - Managing Director, SuperAwesome, an Epic Games Company
- ◆ Clara Tsao - Co-Founder and Board, Trust and Safety Professional Association (Moderator)

The Year in Review

June 9 / 3:15-4:15 PM ET

The CARU team is joined by Senior FTC Attorney Devin Willis and Assistant Attorney General Brian McMath of the New Mexico Attorney General's Office to discuss the regulatory and self-regulatory actions and initiatives that are making headlines and shaping the children's advertising and privacy landscape today and tomorrow.

- ◆ Devin E. Willis - Senior Attorney, Federal Trade Commission, Division of Privacy and Identity Protection
- ◆ Brian E. McMath, CIPP/US - Assistant Attorney General, New Mexico Office of the Attorney General
- ◆ Mamie Kresses - Vice President, Children's Advertising Review Unit (CARU), BBB National Programs
- ◆ James Davis - Attorney, Children's Advertising Review Unit (CARU), BBB National Programs
- ◆ Debra Policarpo - Attorney, Children's Advertising Review Unit (CARU), BBB National Programs
- ◆ Cameryn Gonnella, Compliance Manager, Children's Advertising Review Unit (CARU), BBB National Programs
- ◆ Rashida Gordon - Analyst, Children's Advertising Review Unit (CARU), BBB National Programs