



The new [Self-Regulatory Guidelines for Children's Advertising](#) (the Guidelines) issued by the Children's Advertising Review Unit (CARU) went into effect on January 1, 2022.

The Guidelines apply to advertising that is primarily directed at children under the age of 13 in any medium. CARU will monitor child-directed advertising and media for compliance with the Guidelines to ensure that advertising directed at children is not deceptive, unfair, or inappropriate for children. For additional information about the Guidelines, see our blog post [here](#).

Authors



Jason S. Howell

Partner

JHowell@perkinscoie.com [206.359.3134](tel:206.359.3134)



Caitlin Hoerberlein

Associate

CHoerberlein@perkinscoie.com [206.359.8160](tel:206.359.8160)

Explore more in

[Consumer Protection](#)

Blog series

Consumer Protection Review

Consumer Protection Review helps businesses that market and sell to consumers navigate federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection. [Subscribe ?](#)

[View the blog](#)