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Perkins on Privacy

## **Growing Pains: New Self-Regulatory Framework for Teenage Privacy Proposed**

The Better Business Bureau recently announced the launch of the TeenAge Privacy Program, which proposes a self-regulatory framework for companies to use in order to protect teen consumers and guide the responsible collection and management of teen data. The CISR's new framework helps to address recent attention to the privacy and safety of teens online, a topic that has received increasing attention over recent years.

TAPP specifies best practices for the collection, use, retention, and sharing of teens' data as well as online safety to mitigate risk of harm (mental, emotional, physical, reputational, and otherwise).

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