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# Consumer Protection

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- 50 states and DC
- UDAP statutes
- Multi-state action potential
- Rulemaking available in most states
- Issues of Concern:
  - Nutrition/Obesity
  - Targeted Marketing
  - Privacy



# Precedent False, Deceptive, Misleading



**120** CALORIES PER SERVING | **9** SERVINGS PER PACKAGE



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# 17 AGs “Binge-in-a-Can”



CNN (4/22/11)



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# Energy Drinks: Binge in a Can?



Reissig et al, 2009, Drug & Alcohol Dependence



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# In Online Games, a Path to Young Consumers

- 227,000 visitors February
- “Better For You”
- Poorest nutrition
- Not just advertising

New York Times (4/21/11)



# McDonald's Makes Subtle Play for Children Online

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- ~335,000 <12yrs visitors Feb. 2011
- On-line strategy:  
“to build lasting emotional relationships with children”
- Enter codes on Happy Meals to play

New York Times 4/20/11, 4/21/11



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# Privacy Issues Youth Websites

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- Collect email, cell phone, service provider, full address
- Sell information to 3rd parties (accord with privacy policy)
- Targeted marketing on-line, mobile
- Require friends' information
- Send emails "from friend"



# Two-Thirds of Americans Object to Online Tracking

## Americans Opposed to Tailored Ads

A nationwide telephone survey conducted this summer found that two-thirds of respondents were opposed to online advertising tailored to their individual interests.

### HOW SURVEY TAKERS RESPONDED WHEN ASKED:

Do you want Web sites you visit to show you ads, discounts or news tailored to your interests?



Source: Annenberg-Berkeley Report

New York Times (9/29/09)



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# You've been tagged for fun by a friend! Play a Game at the McDonald's Happy Meal Website

Hello,

Your friend Jennifer has sent you an invitation to play the Ronald Frame game at the McDonald's Happy Meal website! To play the game, click on the link here

[http://www.happymeal.com/en\\_US/#RonaldFrameActivity?&ID=&upload=/ronaldframe/20110408064105hj1.jpg](http://www.happymeal.com/en_US/#RonaldFrameActivity?&ID=&upload=/ronaldframe/20110408064105hj1.jpg)

Or copy the link and paste it into your internet browser and hit enter. The excitement and challenge is just a click away.

Since you are going to McDonald's Happy Meal website, please feel welcome to try out all the other features like new games and activities.

Have Fun,

Your friend Jennifer



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YOU COULD

# WIN CASH! EVERY 10 MINUTES!

CASH PRIZES AVAILABLE



## Will You Be One Of Our Winners?

Enter your birth date below and the cash code from your Honey Nut Cheerios® box. Then, see if it's your time to win \$5! There are over 40,000 cash prizes available to be won.

Date of birth (Month / Day / Year)

Select [v] Select [v] Select [v]

Cash Code

[ ] [ ] [ ]

- [How do I find my Cash Code on my Honey Nut Cheerios® package ?](#)
- [Don't have a code ?](#)

First time here?

**Register**

Already Registered?

**Login**



## Honey Nut Cheerios® Sweet Rewards Giveaway

MANY WILL ENTER AND PLAY, FEW WILL WIN | FREE MEANS OF ENTRY

[Official Rules](#) | [Privacy Policy](#) | [Terms of Use](#) | [FAQ](#) | [COPPA Privacy Policy](#) | [COPPA FAQ](#)

A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and D.C., at least 8 years of age

Ends 3/9/10. Void where prohibited. See Official Rules for details.



# Dear Parent From General Mills

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"We want to let you know that your child, Susie at susie@aol.com, has registered to participate in the Honey Nut Cheerios® Sweet Rewards Giveaway...

Like you, we are concerned about your child's privacy. In order to register, Susie provided his/her name, e-mail address (susie@aol.com) and password (0397). We want to assure you that this **information will only be used for the purpose of fulfilling a prize**, if your child should win. At the end of the promotion, all registration information will be destroyed."



YOU COULD  
**WIN CASH!** CASH PRIZES AVAILABLE  
**EVERY 10 MINUTES!**

**Subject: Play The Honey Nut Cheerios Sweet Rewards Giveaway!**

Hi Susie,

Thank you for registering for The Honey Nut Cheerios® Sweet Rewards Giveaway! **Buzz** wants to remind you that there is a chance to win \$5 every ten minutes!

Come back to play again - up to 10 times a day! Just log in at [www.NutsAboutHoney.com](http://www.NutsAboutHoney.com) when you're ready to play again.

Good luck!

Please do not reply to this email.



# Why Mobile Is The Way To Target Teens This Summer

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- Teen (13 to 17) 3,339 texts/month
- Females ~4,050 texts/month
- Males ~2,539 texts/month
- Location tracking
- Location targeting

MediaPost (4/21/11)



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**Thank you!**

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