

Updated rules on collecting data about children

Following guidance issued by the Information Commissioner's Office in 2010 on online privacy, the Committee for Advertising Practice has updated its rules on collecting data from children.

Previously, the CAP Code stated that young people should never be asked for information about others. Now marketers are able to assess the level of risk associated with asking children to provide personal data about a third party. It could be that in many cases this risk is low, for example, the use of an email address for a mailing list that isn't retained or used for any other purpose.

It is still forbidden to collect data for marketing purposes from children under the age of 12 without clear parental consent. The CAP Code rule 10.16 has been amended accordingly and these changes took effect on 14 February 2011.

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