**POCKET Adoption**

- GCSE
- Trust
- Institution Based
- Characteristic Based
- Awareness Factors
- Risk
- Regulation
- Seals
- Children's Privacy Protection Behaviors

**Approach and Impact**

### New Approach

- Technical implementation of law (COPPA)
- Give parents easy to use transparent tools for controlling collection of children’s information
- Provide additional insight into multi-disciplinary design

### Key Findings

- Parents are unaware of the laws to protect children’s privacy
- Parents are unaware of tools to protect children’s privacy
- Parents seem more sensitive to content protection than privacy protection.

### Current Research Endeavors

- Evaluating technical stability of POCKET
- Investigating alternative methods of implementation
- Testing developed causal model
- Educating parents about children’s online privacy
- Gathering anecdotal stories supporting importance of this research

### What POCKET Does

1. Website URL entered in browser
2. Questionnaire preferences checked against website policies
3. If preferences and policies match, webpage loads, and child privacy information sent to merchant website
4. If preferences and policies do not match, browser does not allow access to webpage