

# **CHILD PROTECTION REGISTRY**

# **SIMPLE LAW**

# **RESIDENTS CAN, AT NO COST, REGISTER THEIR:**

- E-Mail Addresses
- Mobile Phone Numbers
- Instant Messenger/Social Networking IDs
- Fax Numbers

## **Registered addresses are protected from solicitations for:**

- Alcohol
- Tobacco
- Pornography
- Gambling
- Illegal Drugs
- Anything else illegal to market to children

# **RESPONSIBLE MARKETERS PAY A SMALL FEE TO CHECK EACH ENTRY ON THEIR SENDING LIST AND REMOVE REGISTERED ADDRESSES:**

- \$0.005/address checked under Utah law
- \$0.007/address checked under Michigan law
- Fee covers the administration of the program, no cost to taxpayers and generates revenue to state
- Revenue can be earmarked to fund the enforcement of state laws to protect children online

**SIMPLE SIGN UP**

## PROTECT YOUR HOUSEHOLD'S ADDRESSES

### Step 1: Confirm your resident status and enter the addresses to protect

Enter your zip code to confirm that you are a Utah resident and meet the [eligibility requirements](#) for protection.

Home 5-Digit Zip Code

List all the email addresses, mobile phone numbers, instant messenger IDs, and fax numbers used by you and your family that you want to protect from adult-oriented solicitations. Click the "Add More" button to register more than 5 addresses.

	Type	Address, Number or ID
#1	E-Mail Address	<input type="text" value="Example: johndoe@UtahKidsRegistry.com"/>
#2	E-Mail Address	<input type="text" value="Example: johndoe@UtahKidsRegistry.com"/>
#3	Instant Messenger ID	<input type="text" value="Example: johndoe@UtahKidsRegistry.com"/>
#4	E-Mail Address	<input type="text" value="Example: johndoe@UtahKidsRegistry.com"/>
#5	E-Mail Address	<input type="text" value="Example: johndoe@UtahKidsRegistry.com"/>

ADD MORE

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# **PROTECTING PRIVACY**

- **Families Register their addresses**
- **Addresses are encrypted and stored as 32 character code. Referred to as a hash code.**
- **A marketers list is converted to this code and then compared against the encrypted list stored in the registry.**
- **Only codes are stored in the system ensuring the privacy of the state list and marketers lists.**

**WHY DOES YOUR STATE  
NEED A REGISTRY?**

# **STATS ON MARKETING TO CHILDREN**

- **KIDS ARE MORE THAN TWICE AS LIKELY AS ADULTS TO RECALL TOBACCO ADVERTISING (28% OF ALL ADULTS RECALLED SEEING TOBACCO ADS, WHILE 53% OF KIDS AGED 12 TO 17 REPORTED SEEING TOBACCO ADS.)**
- **A NATIONAL STUDY PUBLISHED IN JANUARY 2006 CONCLUDED THAT GREATER EXPOSURE TO ALCOHOL ADVERTISING CONTRIBUTES TO AN INCREASE IN DRINKING AMONG UNDERAGE YOUTH. SPECIFICALLY, FOR EACH ADDITIONAL AD A YOUNG PERSON SAW (ABOVE THE MONTHLY YOUTH AVERAGE OF 23), HE OR SHE DRANK 1% MORE.**
- **9 OUT OF 10 CHILDREN AGED BETWEEN THE AGES OF 8 AND 16 HAVE VIEWED PORNOGRAPHY ON THE INTERNET, IN MOST CASES UNINTENTIONALLY. (LONDON SCHOOL OF ECONOMICS, 2002)**

# **THE PROGRAM WORKS**

- **TODAY: OVER ALMOST ONE MILLION ADDRESSES PROTECTED**
- **\$1,100,000 TO HELP FUND THE PROTECTION OF KIDS ONLINE**
- **MILLIONS OF ADULT PRODUCT ADVERTISEMENTS BLOCKED FROM REACHING FAMILIES**
- **PROGRAM HAS PROVIDED A SERVICE TO PROTECT FAMILIES AT NO COST TO THE STATE**

**STRONG COMMUNITY  
SUPPORT**

**Senator Ralph Okerlund**  
**Senate Majority Leader, Utah**

*"As a legislator I am constantly balancing the needs of my constituents with the cost involved. The Utah Child Protection Registry has been able to provide a valuable service to families while bringing positive revenue to the state. A win-win for taxpayers and children in our state."*

**House Representative Eric Hutchings**  
**District 38, Utah**

*"Over the years that I have served in the legislature I have become increasingly concerned that we smother our youth with inappropriate and sometimes disturbing material from the internet, and then we stand back in wonderment and watch them acting out in ways that children a generation ago could not have even fathomed. From the first day that I was introduced to the Utah Kids Registry I have been an avid supporter. Finally we have an effective way of keeping adult marketing a little further away from our children. Every year I am a little more impressed with how effective this program has been, and I am proud to have been involved early on."*

**Secretary of State Ruth Johnson**  
**Michigan Secretary of State**

*"It's a struggle for parents to just keep up with the new social media sites and the online games our kids are using. But this registry is an easy and simple way to put some controls in place. Our department has contact with more Michigan citizens than any other state agency and that provides an ideal opportunity for us to advance the mission of this registry and protect our children."*

**House Representative Lisa Lyons**  
**District 86, Michigan**

*"As a mother of four young kids, it gives me great comfort to know there is a free service like the Michigan Child Protection Registry, allowing parents to limit harmful and inappropriate enticements that target our kids."*

**Lane Beattie**

**President & CEO Salt Lake Chamber of Commerce**

*"We believe that a thriving business community and the well being of our residents together contribute to a positive environment that makes Salt Lake City a desirable place to live. The Utah Child Protection Registry has given parents the ability to ensure our most precious resource; children, are protected from those marketing enticements that can be harmful to young minds. Not only has the impact on local businesses been negligible, we consider this program to be a great asset to our members and their families. "*

**Lezlee Bylund, Northern Director**

**Utah Netsmartz**

*"The Utah Child Protection Registry is a great tool for families and children. Protecting Utah's youth should be a #1 priority. The registry is essential in helping families feel like they can control what comes into their homes. Capt. Jessica Farnsworth with the Utah ICAC Task Force made this statement, "Those who have been charged with child pornography are often involved with the actual physical sexual exploitation of the child victims--and many admit to victimizing multiple children." We are putting our youth in danger if we don't stand up and put a stop to this!*

*It is important for all of Utah's youth to be educated in Internet safety. The Utah Child Protection Registry helps put a stop to introducing harmful material to our youth."*

**Marilyn Larsen, PTA**

**Safety & Welfare Commissioner, Utah PTA**

*"The Utah Child Protection Registry is a source of protection for our children. Our values and principles are very important to our families and the Registry helps protect the things we care about most, our children."*

# **HISTORY OF REGISTRY**

- **March 2004:** Utah Child Protection Registry (Utah Statutes 13-39-101, et seq.) enacted
- **July 2004:** Michigan Children's Protection Registry (Michigan Comp. Laws 752.1061) enacted
- **July 1, 2005:** Michigan Program Website Goes Live (*[www.michigan.gov/protectmichild](http://www.michigan.gov/protectmichild)*)
- **July 15, 2005:** Utah Program Website Goes Live (*[www.donotcontact.utah.gov](http://www.donotcontact.utah.gov)*)
- **November 2005:** Pornography industry lobbying group files suit in Federal District Court in Utah to shut down Utah law

# **PORNOGRAPHY INDUSTRY LAWSUIT**

*FREE SPEECH COALITION V. SHURTLEFF, ET AL.*

# **THREE PRIMARY CAUSES OF ACTION ALLEGED BY THE FREE SPEECH COALITION:**

- **First Amendment:** they argued that the Utah law was an invalid prior restraint on speech
- **Supremacy Clause:** they argued that the Federal CAN-SPAM Act preempted Utah's law
- **Dormant Commerce Clause:** they argued that Utah's law had inherently extra-territorial effects that made it invalid

# **Court Resoundingly Upheld the Child Protection Law**

- **2007 Preliminary Ruling**
- **Case Dismissed with Prejudice 2009**

# **LESSONS FROM DO-NOT-CALL**

# **LESSONS FROM DO NOT CALL**

- **1993 to 1998 Florida and Hawaii**
- **1999 5 States**
- **2000 10 States**
- **2001 17 States**
- **2002 25 States**
- **2003 39 States**
- **2004 42 States**
- **2005 Federal Do Not Call**