# New Mexico Child Protection Registry

# Simple Law

**New Mexico families can register their contact points for free.**

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

**Registered addresses are protected from adult oriented marketing.**

- Alcohol
- Tobacco
- Pornography
- Gambling
- Illegal Drugs
- Anything a minor is prohibited from purchasing

**There is no fiscal impact to New Mexico taxpayers**

- Only adult product marketers will 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 is earmarked to fund the enforcement of state laws to protect children online

# How is the registry enforced?

- Marketers have 30 days to scrub registered contact points from their lists before complaints may be filed.
- Violations will be reported by recipients.
- Enforcement by the Attorney General's office.

# 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 | Example: johndoe@UtahKidsRegistry.com |
| #2 | E-Mail Address / Fax Number / Instant Messenger ID / Mobile Phone | Example: johndoe@UtahKidsRegistry.com |
| #3 | | Example: johndoe@UtahKidsRegistry.com |
| #4 | E-Mail Address | Example: johndoe@UtahKidsRegistry.com |
| #5 | E-Mail Address | Example: johndoe@UtahKidsRegistry.com |

ADD MORE +

Protect These Addresses >>

DoNotContact.Utah.gov Home

Register Your Addresses

Registration for Schools and Institutions

Check or Edit Registration Settings

File a Complaint

Sender Compliance Center

Get Help and Information

PSA Student Contest Information



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# Protecting Privacy

- Families Register their addresses
- Addresses are salted, hashed, and stored as 32 character code.
- Marketers list are hashed prior to scrubbing.
- Only codes are stored in the system ensuring the privacy of the state list and marketers lists.
- Registered contact points are never stored in the system.

Original Contact Point

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Stored contact can never be converted back to original.

joe@yahoo.com

Contact Point is Salted

- Salting process adds extra characters to contact point in order to make stored contact points more secure.

joe@yahoo.com7658494

Contact point is converted to Hash Code

- Hashing process turns contact point into 32 character code which is then stored in registry.

h43tng845fiisstnmb8675hr9v3s945o

**Only Hash Codes are Stored in Registry**

# Why Hashing?

- Hashing is a one way lossy operation unlike encryption.
- Hashing creates a digital signature of an input without preserving the input.
- Registered addresses are not preserved through the hashing process making it impossible to go from the hash back to the original contact point.
- Only hashes are stored within the system.
- Hashing prevents a marketer's list from being revealed to the State and the State's list from being revealed to marketers.

# Why does New Mexico need a registry?

- Children as young as two are spending more and more time on computers, tablets and cell phones.
- Marketers selling adult-oriented products are using technology more and more to promote their brands and services.
- While laws are in place that limit the marketing of adult products to children in stores, on the radio, television and in magazines, there is nothing limiting electronic marketing.

- 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 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--90% (London School of Economics, 2002)

# The Program Works

## Successes in Utah and Michigan

- Today: Over one million addresses protected in both Utah and Michigan.
- $1,250,000 to help fund the protection of kids online in both states.
- Millions of adult product advertisements prevented from reaching families.
- Program has provided a service to protect families at no cost to the state or taxpayers.

# Strong Community Support

**Representative Greg Hughes**
**Speaker, Utah House of Representatives**
*"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."*

**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 the Registry

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- **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*) Michigan begins generating revenue from day one.
- **July 15, 2005:** Utah Program Website Goes Live (*www.donotcontact.utah.gov*) Utah begins generating revenue from day one.
- **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 Upheld the Registry

- **2007**
  Preliminary Ruling

- **2009**
  Case Dismissed with Prejudice

# Lessons from Do-Not-Call

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- 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

# Thank You for considering a Child Protection Registry!