

MERCY & DOAREAUX

Attorneys At Law

Memorandum

From: Alexander J. Mercy, Managing Partner
To: Junior Associate

Ref: INGSOC84 Social Web for children
Date: Today

You will no doubt remember our client, Merivale Orwell, from an earlier file you worked on. He has been very successful with developing and deploying his social web site “meetandgreet.com”. He derives quite substantial revenues from advertising placed on his web site. He would now like to branch out and develop a social web site that caters to the child market and extend his advertising revenues.

He read a recent survey somewhere that explored the enormous amount of internet social web use by teens and younger children.

He asks us to do 2 tasks:

He is “socially” conscious about marketing to children and he does not want to violate any laws. You are to review his potential site (now in its development phase) and comment on any legal issues you discern. If you detect any problems you are to advise him and suggest corrections in a memo to the file. His site is called “Marco’s Bambeenie Playland”. His design team has uploaded and “docked the domain name”. A temporary working site is available for you to review:

<http://www.zoomsea.com/mediatutor/bambeenie/>

Mr. Orwell has become the president of a community e-commerce working group for the betterment of children marketing. He is to give an opening address at a plenary meeting of the group (known as GoodKidEcomm). He would like

us to provide some information for his speech pertaining to the status and particularly the effectiveness of laws that affect children using the internet. I know you have taken a law school course dealing with internet privacy issues and read some recent, although perhaps disparate, materials about children. Use your insights from those materials and draft an “effectiveness” statement for our client to use in his speech. You will need to reflect “creatively” on those law course readings . Cite whatever legal information necessary to make a cogent statement but keep it to a minimum—this is a “policy” statement that will be delivered to a non-lawyer lay group. Limit your statement draft to about 500 words. Include it in your memo to the client file. The speech is upcoming so honor the set deadline.