

COPPA support at Bazaarvoice



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Bazaarvoice support for COPPA

COPPA, the Children's Online Privacy and Protection Act, is intended to control what information is collected from children under the age of 13. It applies to operators of commercial websites and online services that collect, use, or disclose information from site visitors.

For detailed information about COPPA, see:

- [Children's Online Privacy Protection Act of 1998](#) - a copy of the law.
- [Frequently Asked Questions about the Children's Online Privacy Protection Rule](#)

Bazaarvoice gives you the option to block users under any age from contributing content to your sites. The minimum age protected under COPPA is 13, but you can choose to block all users under 18, for example. The age-collection section on Bazaarvoice content submission forms as well as profile pages can be designed to discourage users from falsifying their age as well as detecting and blocking underage users with the following methods:

- A neutral age-screening mechanism on the content submission form or profile page where:
 - Users can select an age option list such as Under 13, 13-17, 18-24, etc.
 - No indication or message that alerts a visitor they must be 13 years of older to contribute.
- An age-validation mechanism that prevents a user from proceeding any further if the user chooses the "Under 13" age option with a message such as: "We cannot accept reviews from minors under the age of 13."
- Enables a COPPA cookie for users under 13 years old. This cookie recognizes the user agent/IP address and prevents them from:
 - Using the Back button to enter a different age.
 - Using the same device and browser to log in at a later time and submit content.

The cookie persists for 365 days.

Note

The age-screening mechanism is always enabled and is not affected by user authentication or by how a visitor accesses your site. For example, age-screening works the same whether the visitor clicks the Write a Review link on your site or whether they click a link in an email that opens the content submission form.

Important!

Bazaarvoice cannot provide you with guidance on COPPA, and in no event should this document be construed as such.


Example COPPA walkthrough

The steps show an example of how Bazaarvoice COPPA support might work.


1. Site visitor clicks a **Write a review** link to get to the content submission form.

2. The visitor enters the information required for the review. One of the fields on the submission form asks, "How old are you?"

Your product rating* required

Overall rating*
 *Excellent*

Review summary*

Example: This product has great features
 Minimum reached.

Your review*

How old are you?

Under 13 ▾

- Under 13
- 13 to 17
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

Writing guidelines

We want to publish your review, so please:

- keep your review focused on the product
- avoid writing about customer service; **contact us** instead if you have issues requiring immediate attention
- refrain from mentioning competitors or the specific price you paid for the product
- do not include any personally identifiable information, such as full names

Note

Bazaarvoice can also set the minimum target age to any value you require, and the values in the field can be configured however you prefer. For example, you could specify a minimum age of 18 with the following groupings: 0 to 17, 18 to 24, 25 to 45, 46 to 67, 67 or over.

3. If the visitor selects **Under 13**, they see the following message when they attempt to submit or preview the review.

We're sorry, but we have encountered the following issue(s):

- We cannot accept reviews from minors under the age of 13.

4. The site remembers the initial selection. If the visitor uses the Back button or attempts to access the site again from a new browser instance, they will still be prevented from submitting content.



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