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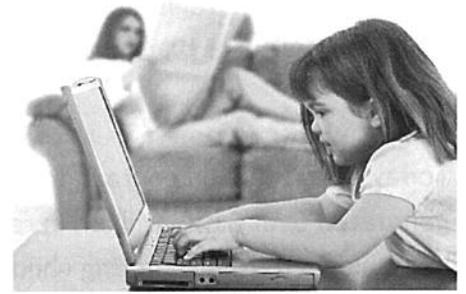
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Utah Child Protection Registry

What is the Utah Child Protection Registry?

Modeled after national Do-Not-Call legislation and successfully implemented in Utah and Michigan, the Utah Child Protection Registry is a “Do-Not-Contact” program that allows families to prevent adult product solicitations to their electronic contact points. This registry blocks advertisements or promotions primarily of products that minors are prohibited from purchasing, including alcohol, tobacco, gambling, pornography and illegal drugs.

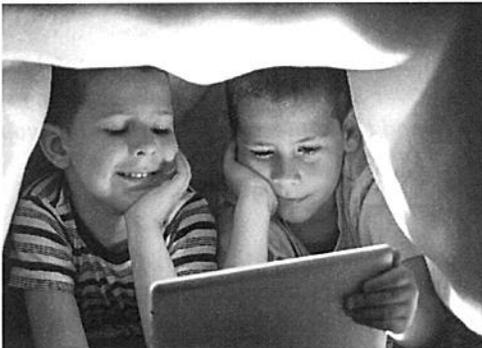


Why is a registry like this important?

Children as young as two are spending more time on computers, tablets and cell phones than ever before. Marketers, selling adult-oriented products, are also using technology more and more to promote their brands and services. Unfortunately, the solicitations these companies are sending are falling in front of the eyes of minors through their email, text messages and instant messenger. We have laws in place to protect children from this kind of marketing in stores, in magazines and on television—the registry would extend those protections to email.

Who can register?

Any electronic contact point to which a minor may have access can register for this service free-of-charge, including parents, grandparents, care-givers, schools and institutions.



How does it work?

Those who wish to stop adult product solicitations can register their email addresses, instant messenger IDs, and cell phone numbers at a state run website created for this purpose. Adult-oriented solicitors will then scrub their contact lists against the registry. Registered emails and other "contact points" will then be removed. The marketers will NOT have access to the actual contact point information.

Do children still use email?

Social media sites and mobile apps require an email address to register for their service. Many schools require children to have email addresses to correspond with their teachers. Email is still a preferred form of communication and will continue to be into the future.

How is the registry enforced?

Violations will be reported by recipients, at which point fines may be assessed. Marketers have 30 days to scrub registered contact points from their lists before complaints may be filed.

What's the fiscal impact?

The registry is funded by charging adult product marketers a small fee based on the number of addresses they check against the registry, so there will be no fiscal impact to any state that participates. In fact, the Utah and Michigan registries have generated revenue for those states.

Does it work?

Today over 1 million contact points have been protected in both Utah and Michigan. Both states have generated over \$1.25 Million in revenue to protect children online. Millions of adult content messages have been blocked from targeting children and families.

TESTIMONIALS

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."

House Representative Eric Hutchings

District 38, Salt Lake County

"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."

Tibby Milne, CEO

Utah Council For Crime Prevention

"A major part of the Utah Council for Crime Prevention's mission is the protection of children and their families. We are grateful for the Utah Child Protection Registry that serves as a valuable tool to help us reach this goal. Over 350,000 Utah individuals, homes, schools, businesses, and other organizations have recognized the importance of the Registry and the protection it offers. Thank you for helping us 'take a bite out of Crime'."

Lane Beattie, Salt Lake Chamber President

"We believe a thriving business community and the well-being of our residents together contribute to a positive environment that makes Salt Lake 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 business been negligible, we consider this program to be a great asset to our members and families."

Governor Rick Snyder

Governor of Michigan

"I am confident that, under the leadership of Secretary of State Johnson and with the department's resources, the program will deliver the best possible service for Michigan families."

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."



Privacy and the Utah Child Protection Registry

Are contact points stored in the system?

Privacy is paramount to the Utah Child Protection Registry and as such the registry never stores contact points. In order to accomplish this, contact points are “salted” and then converted to 32 digit codes with a technology referred to as “hashing”. Only the resulting hashes are stored within the registry. When adult product marketers scrub their list it is converted into the same 32 digit codes and only the “fingerprint” is compared.

*****Even if the data center was broken into and the registry server was stolen, the contact points could not be retrieved because only the hash codes are stored and cannot be converted to the original contact point.***

What is hashing? How is hashing different than encryption?

Hashing and encryption are two ways of securing information. Encryption lets you later recover the original text by decrypting it. Hashing summarizes text into a short fingerprint that **can't be decrypted**. Here's how it works:

With just a hashed fingerprint, there's no way to know exactly which text was summarized even though any given text always produces the same fingerprint. Only the hashed fingerprint of the email addresses and phone number registered are stored for each corresponding person.

When an adult product marketer imports its data file, that data is hashed locally. When the hashed IDs are uploaded, the registry compares it to find all the matching IDs. If a marketer imports a hashed email address that isn't contained in the registry, it won't match anything. The registry won't know the original email address, so it never receives a marketer's list. In this way, the registry is able to scrub marketers list without either company's data leaving its respective servers.

*****Hashing is considered to be the industry's best practice and is utilized by companies like Facebook and Google.***

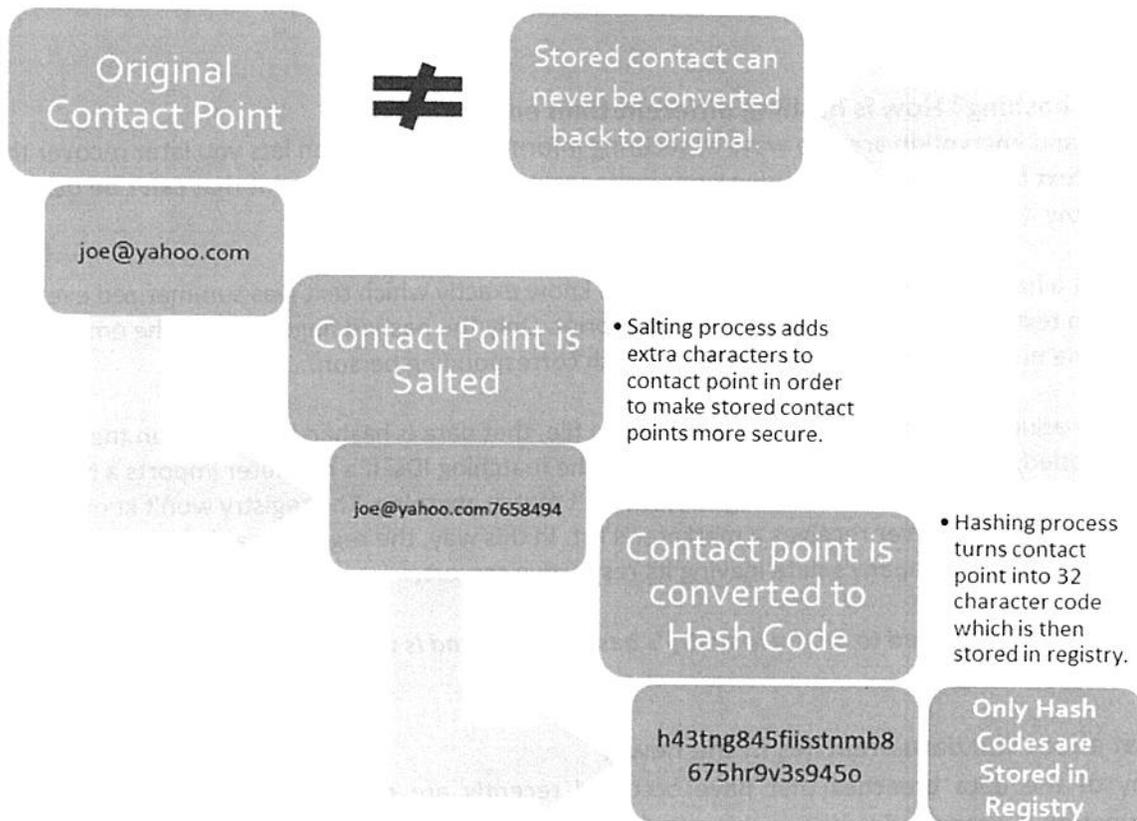
What about the data breaches in the news?

Many of the data breaches that have occurred recently are due to the fact that customer information is encrypted and stored in a way that it can be retrieved and used. Contact points in the registry never need to be accessed once they are converted into the 32 character hash code. ***As such, a hacker trying to get into the system would only find codes instead of usable data.*** This process ensures that both the marketers and the state's list are kept completely private.

Can a bad actor obtain a list of minors' contact information from the registry?

No. The registry does not distinguish between a contact point belonging directly to an adult or a minor. When a solicitor checks their list against the registry, the only information they receive is if a person on their list has taken the affirmative step to mark a contact point as off-limits to adult content. The actual contact points are not stored within the system. Marketers who apply to scrub their lists with the state face an identity verification process in which business names registered with the state, physical addresses and IP addresses are verified. Additionally, marketers are contacted for further verification prior to being able to check their lists.

Salting and Hashing Process



UTAH HOUSE OF REPRESENTATIVES

GREG HUGHES
SPEAKER OF THE HOUSE

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January 13, 2015

To Whom It May Concern,

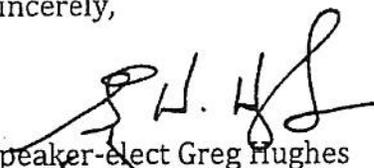
It has come to my attention that your state is considering passing legislation to create a Child Protection Registry. In 2005, the Utah Child Protection Registry was created and since then millions of adult advertisements have been blocked from reaching children in our state. This program has been extraordinarily successful in Utah and I would encourage you to support this bill.

I often hear from constituents they are concerned with the barrage of negative advertising messages their children are exposed to. In a state like Utah, where family values and protecting our youth is a high priority, helping parents mitigate that exposure to children has been a welcome service. The Utah Child Protection Registry contains over 500,000 registered contact points, successfully shielding children from harmful enticements while still protecting Utah family's privacy.

It is rare that government can provide a service to families while not creating extra burden on taxpayers but the Child Protection Registry has been able to accomplish just that. 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.

Utah has proven to be a successful testing ground for this program over the last nine years and I would encourage you to support this program. Please feel free to contact me for any additional questions you may have.

Sincerely,


Speaker-elect Greg Hughes
Utah House of Representatives



January 8, 2015

To Whom It May Concern,

It has come to the attention of the Salt Lake Chamber that your state legislature is considering the implementation of a Child Protection Registry. We are writing this letter in order to help your members know what our experience has been with the Utah Child Protection Registry over the last 9 years.

Since 2004, the Salt Lake Chamber has not experienced any negative business impact as a result of this program. The scope of the registry has been limited to those businesses that market alcohol, tobacco, pornography, gaming and illegal drugs, with no other industries being affected. Additionally, these are products that should not be marketed to minors and because the registry is completely optional for individuals who do not wish to receive these advertisements, we fully support the objectives of this program.

We believe that a thriving business community and the well being of our residents contribute to a positive environment that makes Salt Lake City a desirable place to live and work. 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.

We support this program in our community and applaud our legislature for giving Utah parents an extra tool in protecting their children online. Please feel free to contact me for any additional questions you may have.

Sincerely,

Lane Beattie
President and CEO Salt Lake Chamber

