

## **VLP Partner Melissa Krasnow Quoted in the Bloomberg Law Article “Amazon, Microsoft Deals on Kids’ Data Enforce FTC’s Privacy Vow”**

VLP Partner **Melissa Krasnow** was quoted in the Bloomberg Law Article “Amazon, Microsoft Deals on Kids’ Data Enforce FTC’s Privacy Vow.”

This article discusses three recent Federal Trade Commission (FTC) Children’s Online Privacy Protection Act (COPPA) enforcement actions against Microsoft, Amazon and educational-tech platform Edmodo, respectively.

According to Ms. Krasnow: “Entities of all sizes that collect kids’ data should take note that the latest COPPA settlements don’t just target some of the biggest tech companies.... [e]ven if you’re a small provider, even if you cease to do business in the US, they will still come after you for things you’ve done before that were out of compliance....”

Ms. Krasnow said: “The [FTC’s] recent actions could also spur state attorneys general to take a closer look at privacy compliance in [the children’s privacy] area.”

Ms. Krasnow added that edtech companies and school districts also could reassess their contractual agreements to ensure the responsibilities for obtaining proper consent complies with COPPA.

Click [here](#) to read the entire article.