



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Bureau of Consumer Protection
Division of Advertising Practices

December 3, 2010

VIA FEDERAL EXPRESS

Ronald L. Fein, Esq.
RL Fein, Inc.
6355 Topanga Canyon Boulevard, Suite 335
Woodland Hills, CA 91367

Re: Planetwide Media, Inc., FTC File No. 092-3209

Dear Mr. Fein:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has investigated whether your client, Planetwide Games, Inc. (d/b/a "Planetwide Media"), violated the FTC's Children's Online Privacy Protection Act Rule ("COPPA Rule"), 16 C.F.R. § 312, through its operation of various MashON applications, such as comic books and e-card creators. The COPPA Rule requires operators of websites or online services directed to children under the age of 13, and operators who have actual knowledge that they are collecting personal information online from such children, to provide notice of their information practices to parents and to obtain verifiable parental consent prior to collecting, using, or disclosing children's personal information.

We have determined not to recommend enforcement action against Planetwide Media at this time. Certain factors contributed to this decision, including that Planetwide Media: collected personal information from a small number of children in connection with the MashON applications; deactivated the child-directed MashON applications that were the subject of the staff's inquiry; and deleted the personal information improperly collected from children. The staff appreciates Planetwide Media's prompt response and cooperation, and its commitment to ensure that it complies with the COPPA Rule in the future.

This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may require.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Engle".

Mary Kodbel Engle
Associate Director