



Bureau of Consumer Protection

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

June 28, 2002

Ms. Starr Lee
President
AGirlLikeU.com, Inc.
731 Tiney Way
Morro Bay, CA 93442

Re: AGirlLikeU.com, Inc. Referral from CARU

Dear Ms. Lee:

As you are aware, the Children's Advertising Review Unit of the Council of Better Business Bureaus formally referred AGirlLikeU.com, Inc.'s website, www.agirllikeu.com, to the Federal Trade Commission on January 10, 2002. The Commission staff conducted a non-public investigation into certain information practices of AGirlLikeU.com, Inc. to determine whether it engaged in unfair or deceptive acts or practices in violation of the Children's Online Privacy Protection Rule (the "Rule"), 16 C.F.R. § 312, *et seq.*, and/or Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45.

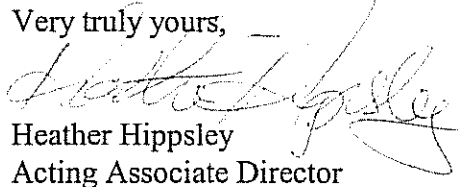
The staff sought to evaluate whether AGirlLikeU.com, Inc. collected and disclosed children's personal information on its website, without obtaining prior, verifiable parental consent, through registering children for using its bulletin boards and posting the information online. The staff also investigated whether AGirlLikeU.com, Inc. provided direct notice of its information practices to parents and whether its online privacy policy contained the disclosures required by the Rule.

Upon review of this matter, it appears that no further action is warranted. In reaching this decision, we have considered, among other factors, the size of the company and the fact that it has discontinued all aspects of the bulletin boards, including registering children and posting their personal information on the website. In addition, the company has informed us that it has purged all information collected from children under the age of 13. This action is not to be construed as a determination that a violation did not occur, just as the pendency of an

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investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,



Heather Hipsley
Acting Associate Director
Division of Advertising Practices