

# Children's Advertising Compliance Checklist

## General Compliance

- ☐ Content is suitable and age-appropriate for children.
- ☐ Advertising is truthful and not misleading.
- ☐ Advertising is clearly identifiable and distinguishable from content.

## Privacy & Data

- ☐ No collection of personal information without appropriate parental consent.
- ☐ Use of cookies and tracking complies with regulations (e.g., COPPA, GDPR-K).

## Endorsements & Influencers

- ☐ Clearly disclose any endorsements or influencer content.
- ☐ Do not exaggerate product performance, features, or benefits.

## In-App/Online Purchases

- ☐ Purchasing features are clearly explained to children and their guardians.
- ☐ Obtain parental consent for purchases where required.

## Fairness & Respect

- ☐ Advertising does not exploit peer pressure or social influence.
- ☐ Content is non-discriminatory and inclusive.

## Notes