



Child Protection Registry

Protecting Families from Predatory Marketing

"The state's interest in protecting the well-being, tranquility, and privacy of the home is certainly the highest order in a free and civilized society."

-Frisby v. Schultz, 487 U.S. 474



What is the Child Protection Registry?

The Child Protection Registry has been a success since 2005 in Utah and Michigan. Modeled after the national Do-Not-Call legislation it 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 of products that minors are prohibited from purchasing, including alcohol, tobacco/vaping, gambling, pornography and illegal drugs/marijuana. The Michigan Child Protection Registry is administered under the Michigan Secretary of State Office.

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 certain apps. 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 the digital world.

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?

Individuals interested in not receiving adult product solicitations can register their email addresses, Snapchat, Instagram, Twitter, TikTok, Discord, Twitch, YouTube and cell phone numbers at www.ProtectMIChild.com. 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. The registry does not store in its database a list of identifiable subscribers.

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 generates its revenue 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 a nominal revenue for those states.

Does it work?

Today over one million contact points have been protected in both Utah and Michigan. Since going live, both states have generated over a combined \$1.25 Million in revenue to protect children online, and millions of adult content messages have been blocked from targeting children and families.