



PARENTAL CONSENT

NOTICE: Please visit <http://www.ftc.gov/kidzprivacy> for information from the Federal Trade Commission about protecting children's privacy online.

Parent or Guardian: The purpose of this form is to obtain your consent for the limited collection of information about your child on the Lisa Frank, Inc. ("LFI") website, and your consent for your child's participation in interactive online activities where your child may disclose information to LFI and to the general public who visits the website.

At the present time, LFI does not collect any personally identifying information on its website. In the future, LFI may decide to launch certain website activities that would require your child to provide limited personal information as reasonably necessary to participate in the activity.

In connection with possible future website activities, LFI seeks your consent to collect certain personally identifiable information regarding your child online, such as name, gender, age, and/or stories, letters, drawings, and other contest submission materials. LFI cannot collect this information without your consent, and you are under no obligation to provide such consent. If you consent, LFI may use this information to contact your child (e.g., if he or she wins a contest or requests information or if his or her story submission or drawing is selected for posting on the website, etc.). LFI may also use this information for internal purposes (e.g. preparation of internal reports regarding website usage), and may provide aggregate information, but not personally identifiable to your child, to others (e.g. the total number of children visiting the site) for purposes of compiling reports which may be provided to employees or agents of the company (such as an advertising agency) for LFI's marketing purposes. However, LFI will never sell or transfer any personal information about your child for use by any third parties, except as may be required by law or to protect LFI or another party's legal rights.

In order to participate in certain activities such as contests and games, story submission, chat room, and gift registry, we would first require your child to register with us by asking that you supply us with his or her name, user name, password, e-mail address, street address, and phone number. (The phone number would only be used in case there is a problem with the registration for the activity.) We would also ask your child to consent to adhere to our online practices and procedures. **YOU SHOULD BE AWARE**, however, that by permitting your child to partake in these online activities, your child could have the opportunity to post information about themselves by supplying personal information in the submission that others could read. Please select which activities you would like your child to be able to participate in by checking the appropriate box(es) below.

LFI cannot, and will not, condition participation in any activity upon disclosure of more information than is reasonably necessary to participate in such an activity. If your child does not already have your Parental Consent to an activity on file with Lisa Frank, we would require consent before your child may engage in story submissions, contests/games and drawings, chat room, and gift registry. The information supplied by you would be used to facilitate your child's use of our online activities for which a user name and password are required. We will also collect your name, address, telephone number and e-mail address in order to ensure that you as a parent or guardian have provided consent. This allows us to provide you access to your child's information upon request, and to take any appropriate actions that you

may request with respect to information about your child (e.g., taking down a chat room submission from your child, if you so request).

Once you sign this consent and mail or fax it back to us, we will assign your child a user name and a password. Your child will use this user name and password in order to participate in the online activities that you consent to below in the event LFI decides to provide such activities in the future.

Please review our Privacy Policy, which provides additional information regarding LFI's privacy policies.

PARENT OR GUARDIAN: IN ORDER TO PROVIDE YOUR CONSENT, PLEASE PRINT OUT THIS FORM, FILL IT OUT, AND FAX IT TO:

ATTN: Customer Service (520) 547-1101

Or mail it directly to

**Lisa Frank, Inc.
ATTN: Customer Service
6760 S. Lisa Frank Ave.
Tucson, AZ 85706
(520) 547-1100 (tel)
(520) 547-1101(fax)**

Unfortunately, no submissions can be accepted by e-mail! If you are having trouble printing out this form please call us at (520) 547-1100 and we will send you a printed form.

You may also contact us, at the fax number or address provided above, to review your child's personal information at any time, or to request to have any personal information about your child deleted. You may also contact us in this manner at any time to withdraw your consent, or to refuse to allow any further participation by your child in any of the website activities. We will need you to provide us with your password to access your child's information.

Please register by providing the information below:

Lisa Frank User Information:

Parent's e-mail address: _____

Child's e-mail address: _____

Parent's mailing address: _____

Child's name: _____

Gender: _____

Parent's name: _____

Parent's Phone Number: _____

(Note: Will be used only if there is a problem with the registration.)

Lisa Frank User Names

Please provide your choices of a user name and password for your child. Please be sure to use a made-up user name. This helps to protect your child's identity. Please give us three different choices, in case someone has already picked one of your names. This is very important since we will be creating the user names for you. All user names must be at least three characters long and contain no spaces or symbols. If all of the names you have chosen are taken we will create a variation of the first choice.

Username choice 1: _____

Username choice 2: _____

Username choice 3: _____

Password: _____

note: your password can not contain spaces or symbols, i.e., !@#%^&*() ..etc.

If you agree to provide consent for the limited collection of information about your child as provided for above, and for your child's participation in the interactive activities corresponding to the boxes you check below, please sign below and send this form to us either via fax at ATTN: Customer Service (520) 547-1101 or via mail to Lisa Frank, Inc. ATTN: Customer Service, 6760 S. Lisa Frank Ave., Tucson, AZ 85706 to verify your consent.

Please check the appropriate box (es) below to indicate which activities on the website your child may participate in:

Story Submissions: By checking on this box, you consent to your child's participation in the Lisa Frank story submission activity, in which your child may submit a story to Lisa Frank for posting on the website for others to read. Your child's story will be accompanied by your child's first name and state of residence.

Contests/Games & Drawings: By checking on this box, you consent to your child's participation in online contests and games that require personally identifiable information to play. Some contests may include prizes in which winning contestants' names are entered into a random-selection drawing for free prizes. Winner's first name and state of residence will be displayed online.

Chat Room: By checking this box, you consent to your child's participation in the Lisa Frank chat room, in which your child may post information for others to read and respond to. We encourage your child to use an alias when using the chat room, but cannot control what information your child decides to provide in the chat room.

Gift Registry: By checking this box, you consent to your child's participation in the Lisa Frank Gift Registry in which your child may list her favorite Lisa Frank products. Only individuals who are provided with an access code by you or your child will have access to the gift list.

I, _____, the parent or legal guardian of _____ give permission for Lisa Frank, Inc. to collect and use information about my child as provided for above, and for my child to participate in any of the following activities for which I have checked the corresponding box above. I also understand that Lisa Frank has no control over the content of submission made pursuant to your child's participation in the Chat rooms or story/games/contest/drawing submissions. If my child uses the Chat Room or submits stories, drawings or contest submissions to Lisa Frank, my child may post his/her e-mail address or other personally identifiable information, within the body of the submission, that other website visitors may be able to view. I understand that my child may lose access to the Lisa Frank Chat Room, or any other online activities, if he/she violates the rules or behaves inappropriately. Lisa Frank also reserves the right to disallow access to the site, in its sole discretion, for any reason that it deems appropriate.

Parent's signature: _____

Date Signed: _____

Note: The staff at Lisa Frank, Inc. works hard to ensure that this site is safe. If you have any questions about our registration procedure or monitoring policies, feel free to call us at (520) 547-1100. To fax the registration form, send it to (520) 547-1101.

This policy was last updated on August 20, 2007.