

# PRIVACY HORIZONS: TERRA INCOGNITA

29<sup>th</sup> International Conference of  
Data Protection and Privacy Commissioners

September 25 to 28, 2007  
Montreal, Canada



## LES HORIZONS DE LA PROTECTION DE LA VIE PRIVÉE : TERRA INCOGNITA

29<sup>e</sup> Conférence internationale des commissaires  
à la protection des données et de la vie privée

du 25 au 28 septembre 2007  
Montréal, Canada

# ***Dragon : La prochaine génération*** **La protection en ligne de la vie privée des enfants**

**M. Francesco Pizzetti (président)**

**Mme Jacquelyn Burkell, Ph. D.**

**Mme Leslie Regan Shade, Ph. D.**

**Mme Valerie Steeves, Ph. D.**





Logg dich bei Neopets ein

mein konto neopet-zentrale erkunden spiele foren geschäfte neuigkeiten video

13:44:09 NSZ

**Melde Dich Jetzt An! Es Ist Kostenlos!!**

**Kurzmeldungen**

**Themen-Tag**

Es dauert nur einen Augenblick!

**Jährlicher Schokoladen-Ball!**

Sieh dir die neuen Neopets Mini-Shows an!

Neu bei Neopets? Hier ist eine Einführung!

**Heute ist... Der Jährliche Schokoladen-Ball!**

Benutzer Online: 61.399 | Neopets Insgesamt: 216.524.582 | Neodax Index: 1720 (-23)

**Tägliches Rätsel**

Dieses Grundo war einst ein Programmierer, aber hat sich dann der Reparatur von Verkaufsmaschinen gewidmet.

Wie lautet die Antwort?

**Logg dich ein, um zu raten!**

**Neueste Spiele**

**Prinzessin Lunara**  
Finde Prinzessin Lunara!

**Examen**  
Nur qualifizierte Kandidaten können das Examen absolvieren.

**Umfrage**

Hast du jemals eine Brunnenfee-Quest bekommen?

- Mehrmals
- Ein Was?
- Nein, niemals

**Neue Gegenstände**

**Rosa Strickhandtasche**

**Blaue Ruki-Puppe**

**Pandaphant-Puppe**

**FASHION FEVER**  
STYLAD AV MIG

**Spela mode designer!**

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**Annons**

**Barbie.se** Hej, Barbie® Tjej!

Föräldrar | Barbie® Collector | Barbie®Globalt | Shoppa med Barbie®

**Dekorera Barbie.se**  
Gör den här sidan till din startside!

**Annons**

**SUPERSTAR makeovers**

**FASHION FEVER**

**Leka & Spel**

**Shoppa med Barbie®**

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GANZ

Bulletinz FAQ Parent's Area Privacy Policy User Agreement

If you are having trouble viewing the full Webkinz screen, please click here.



**Clubhouse**  
Find out more in our  
**Parent's Area**

**LOG IN**  
**NEW MEMBER**

- |                 |                 |                  |               |
|-----------------|-----------------|------------------|---------------|
| Take a Tour     | Webkinz Catalog | Store Locator    | Bulletinz     |
| Crafty Critterz | Trading Cards   | Customer Support | FAQ           |
|                 |                 |                  | Parent's Area |

**What is Webkinz?**

Webkinz pets are lovable plush pets that each come with a unique Secret Code. With it, you enter Webkinz World where you care for your virtual pet, answer trivia, earn KinzCash, and play the best kids games on the net!

**Bulletinz**

[Announcing later hours for West Coast members](#)  
[I cannot view the full Webkinz screen](#)  
[Problem with a pack of trading cards? Read this!](#)

Mail de: theneopetssteam  
» Voir tous les évènements

Bienvenue, biscuit\_hid\_a12 | NP: 1.000 | Déconnexion



mon compte neopet central explorer jeux forums boutiques infos neopets vidéo

14:22:16 HSN

**aucun ?**

**aucun dit:**  
\*bailllement\* C'est bientôt l'heure de la sieste?

Espèce:  
Santé: / **1**  
Humeur: **déprimé**  
Faim: **à l'agonie**  
Age: **13.772 jours**  
Niveau:

**Recherche Neopets**

Tape le texte de ta rech

Va!

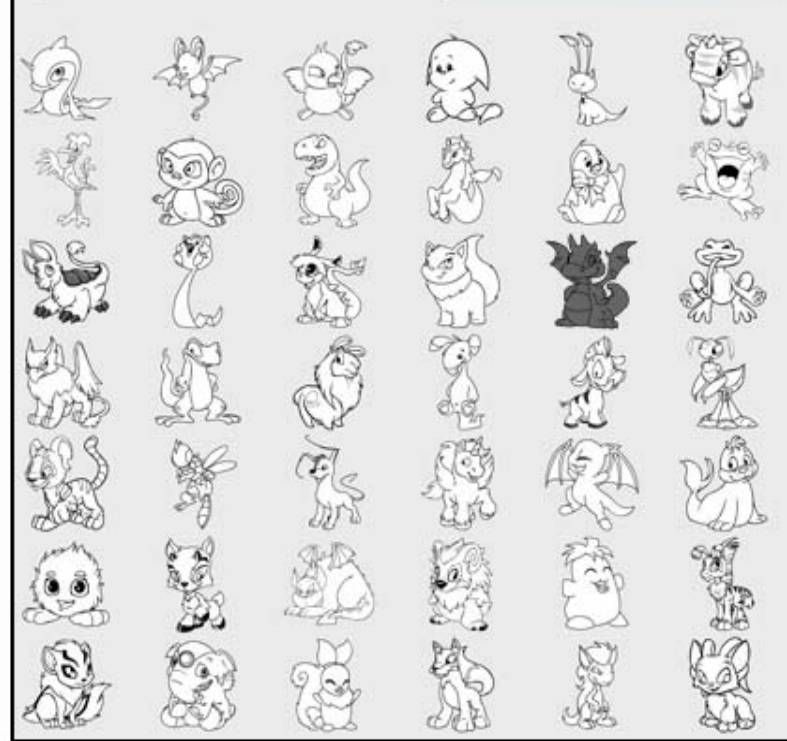
**Neoamis (Bêta!) ?**

Aucun de tes Neoamis n'est en ligne actuellement. Tu dois te sentir seul.

### Crée un Neopet

#### 1. Choisis un Neopet

Choisis à Ma Place



#### Voir Ton Neopet

**Scorchio**

Sur cette Espèce

#### 2. Choisis une Couleur



#### 3. Confirme

Choisis Neopet





**pet central**  
create a pet  
neomail  
world  
explore  
chat  
games  
shops  
news  
help  
online store  
login!  
logout!

**free homepage now**  
[www.neopets.com/~you](http://www.neopets.com/~you)

user : sandflea14  
pet : waldo62  
NP : 1,300

Go!  
search neopets

link to us  
email us!

### The Neopian Soap Box

**OpinionSurveys.com** invites people from around the world to answer surveys about areas that interest them. You may receive NeoPoints, cash prizes, gift certificates, free meal coupons and other types of awards for participating.

To take part in our surveys and join the Soap Box Club, try out the following survey below. Once you join, you will be able to take other surveys here at NeoPets and at OpinionSurveys.com.



**If NeoPets considered making real candy (mmmm...real chocolate chias), we would want to choose the best chocolate company to make them.**

Which of the following brand of chocolate is your favourite?

- Hershey's
- Nestle
- Mars
- Cadbury
- None of the above / Other

What is your first name?

What is your e-mail address?

Please enter your e-mail address carefully as it is the only way we can contact you for further offers and surveys.

What age are you? (All ages welcome)

Are you:  Male  Female





### Surveys are fun :)

Which of the following best describes the highest level of education you have completed:

Which country do you live in?

In which state do you live? (US Only)

What is your zip/postal code?

Which best describes your ethnic background?

Approximately how long have you been using the Internet?

Approximately how many hours per week do you actively use the Internet?

What is the speed of your Internet connection at home?

Please  check those areas of interest to you:

- |   |  |
|---|--|
| <input type="checkbox"/> Fine Arts            | <input type="checkbox"/> Hobbies               |
| <input type="checkbox"/> Concerts             | <input type="checkbox"/> Gardening             |
| <input type="checkbox"/> Automobiles          | <input type="checkbox"/> Photography           |
| <input type="checkbox"/> Computer Hardware    | <input type="checkbox"/> Home Improvement      |
| <input type="checkbox"/> Software             | <input type="checkbox"/> Stock Market          |
| <input type="checkbox"/> Entertainment        | <input type="checkbox"/> Home Business         |
| <input type="checkbox"/> Books                | <input type="checkbox"/> Lottery               |
| <input type="checkbox"/> Gaming/Gambling      | <input type="checkbox"/> Newspapers            |
| <input type="checkbox"/> Games                | <input type="checkbox"/> Outdoor Recreation    |
| <input type="checkbox"/> Movies               | <input type="checkbox"/> Politics              |
| <input type="checkbox"/> Music                | <input type="checkbox"/> Environmental Issues  |
| <input type="checkbox"/> Radio                | <input type="checkbox"/> Religion              |
| <input type="checkbox"/> Television           | <input type="checkbox"/> Shopping              |
| <input type="checkbox"/> Theme Parks          | <input type="checkbox"/> Online Auctions       |
| <input type="checkbox"/> Beer                 | <input type="checkbox"/> Coupons               |
| <input type="checkbox"/> Cooking              | <input type="checkbox"/> Internet Shopping     |
| <input type="checkbox"/> Candy/Sweets         | <input type="checkbox"/> Mail Order Catalogues |
| <input type="checkbox"/> Fine Dining          | <input type="checkbox"/> Sports                |
| <input type="checkbox"/> Liquor               | <input type="checkbox"/> Auto Racing           |
| <input type="checkbox"/> Wine                 | <input type="checkbox"/> Baseball              |
| <input type="checkbox"/> Cigars               | <input type="checkbox"/> Basketball            |
| <input type="checkbox"/> Jewelry              | <input type="checkbox"/> Football              |
| <input type="checkbox"/> Flowers              | <input type="checkbox"/> Golf                  |
| <input type="checkbox"/> Health               | <input type="checkbox"/> Hockey                |
| <input type="checkbox"/> Beauty               | <input type="checkbox"/> Soccer                |
| <input type="checkbox"/> Medicine             | <input type="checkbox"/> Tennis                |
| <input type="checkbox"/> Alternative Medicine | <input type="checkbox"/> Pro Wrestling         |
| <input type="checkbox"/> Cosmetics            | <input type="checkbox"/> Technology            |
| <input type="checkbox"/> Vitamins/Supplements | <input type="checkbox"/> Toys                  |
| <input type="checkbox"/> Free Stuff           | <input type="checkbox"/> Travel                |



## Le "Qui est qui?" de Neopets :



**Adam Powell** - Moyennement compétent en PHP, Adam codifie certains des jeux auxquels tu joues sur Neopets. Non, pas ceux qui tapent à l'oeil, mais ceux avec du texte, car il n'est pas encore un pro des graphiques :) Adam gère également le volet contenu du site. En ce moment, il s'attelle à la rédaction d'intrigues, d'histoires et d'articles pour la Neopedia, tout en travaillant sur le Jeu d'échange de cartes.

Adam a actuellement **11.070.786** Neopoints, plus que toi - haha!



**Donna Williams** - Donna gère le contenu quotidien du site, s'assurant que la page infos est actualisée et que toutes les créations artistiques sont dessinées correctement! Elle s'occupe également du volet marketing, vérifiant que les peluches Cybunny n'ont pas quatre têtes et que ton Shoyru a bien deux yeux!

Donna a actuellement **88.205** Neopoints, plus que toi - haha!



Someone told me there will be special Neopets prizes like rare items for people who do lots of surveys. I can't wait.  
*j.m. Chicago, Illinois*

SurveySmash surveys are long, but VERRRY interesting!!! I have made soo many NP. If you haven't been to the Survey Wheel you are missing out.  
*b.r. - Seattle, Washington*

Nom   
d'utilisateur   
Mot de passe   
Connexion

Modification de la langue   
**Tout à propos de vous**  
Dites-nous en plus à votre sujet de manière à

Dessin 25%  
Maths 20%  
Sciences 13%

Quel est ton Neopet PREFERE ?  
Kougra 10%  
JubJub 7%  
Lupe 6%

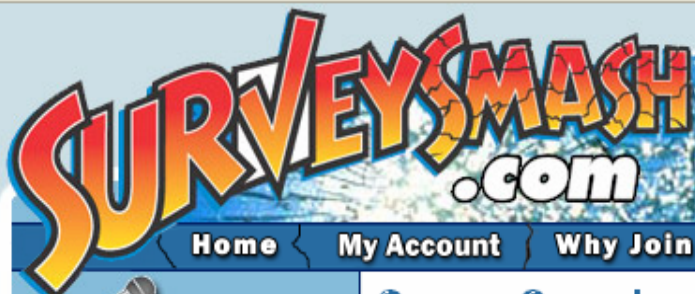
Plus de sondages



I got all my friends taking surveys and they are now earning BIG NP too.  
*d.k. Phoenix, Arizona*

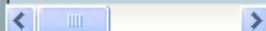
J'ai gagné des milliers de Neopoints et ai répondu à des enquêtes SurveySmash sympathiques !  
*m.s. - Huntsville, Alabama*  
L'enquête était intéressante



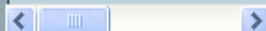

[Home](#)
[My Account](#)
[Why Join](#)
[The 411](#)
[Weekly Buzz](#)
[Questions?](#)

open mic survey

**Warning:** Invalid argument supplied for foreach() in `var/www/portals/206191` on line 120



**Warning:** Invalid argument supplied for foreach() in `var/www/portals/206191` on line 120


[More Polls](#)

Weekly BUZZ

## SurveySmash.com User Agreement

### 1. Eligibility for Membership

This service is provided to individuals of all ages provided parental consent is provided in any and all cases where appropriate. If you do not qualify or have the needed permission from a parent or guardian, please do not use our services. SurveySmash.com may refuse our services to anyone at any time, at our sole discretion.

BY COMPLETING THE REGISTRATION PROCESS, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT, HAVE ANSWERED THE REGISTRATION QUESTIONS TRUTHFULLY, AND AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT.

### 2. Fees

Joining SurveySmash.com is free. We may at our sole discretion add, delete or change some or all of our services at any time.

### 3. Suspension

Without limiting any other remedies, SurveySmash.com may suspend or terminate your account if you are found (by conviction, settlement, insurance or escrow investigation, or otherwise) to have engaged in fraudulent activity in connection with our site. Without limiting other remedies, SurveySmash.com will suspend or terminate your account if it is apparent that you have not acted in good faith when participating in online surveys, online test markets, or the

UserName	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="LOGIN"/>	

Change Language

All About You

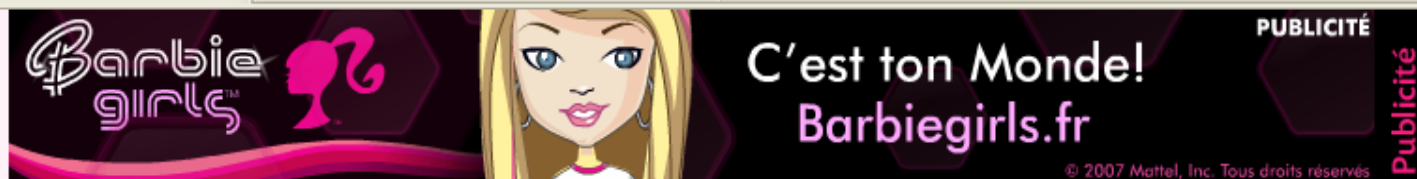
Tell us more about you so we can get you more surveys and you can earn more!

[Start Now >](#)

What Other Members Say

I have earned thousands of NeoPoints and enjoyed taking SurveySmash surveys!  
*m.s. - Huntsville, Alabama*

The survey was interesting, and the NeoPoints were put into my account immediately!  
*et. - Oakley, Utah*



fr.Barbie.com Bonjour, Barbie® Girl !

Parents | Barbie Collector | Barbie® dans le Monde | Fais du shopping avec Barbie



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Ce site contient certaines informations de type publicitaire.

En raison des contraintes de maintenance de ce site et des délais de mise à jour, les produits présentés sur ce site peuvent présenter des caractéristiques différentes de celles des produits vendus en magasin.

Nous vous invitons à vérifier en magasin les caractéristiques des produits avant d'effectuer vos achats.





**Get great gifts!**  
**Shop With Barbie®!**



AD

**Barbie.com™** Hi, Barbie® Girl

Global Barbie® | Parents | Barbie® Collector

**Barbie Call Time™** **It's Barbie® Calling!** Imagine your child's surprise when she receives a phone call from her favorite friend — Barbie!

ADVERTISEMENT [HELP](#)

**Scheduling a Call for Your Child Is Quick and Easy!**  
 Just choose a theme below, personalize your phone call\*, and select the date/time/location that Barbie should call. Starting at only \$1.99!

### Choose a Theme

- Party Invitations
- Happy Birthday
- Holiday & Seasonal
- Bedtime Stories **NEW!**
- You Can Do it!
- Congratulations

**RRRING!**

◀ Click a category and pick a call type

\*All calls except Holiday & Seasonal and Bedtime may be personalized with the child's name and other pre-selected options. The voice of Barbie is prerecorded for all calls.

### Price Options

For the cost of a standard greeting card, have Barbie call your special someone at home!

**Send more to save more!**

**New Calls!**



**Swan Lake Adventures**

Told in 3 exciting parts:

- ♥ An Enchanted Forest
- ♥ True Love
- ♥ The Magic Spell

**Wow!**  
3 times the fun!

Hear a sample!

**Swan Lake**



Crée ton Univers **FASHION FEVER**



▶▶▶

**Clique ici !**

fr.Barbie.com

Publicité

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fr.Barbie.com Bonjour, Barbie® Girl !

Parents | Barbie Collector | Barbie® dans le Monde | Fais du shopping avec Barbie

- Accueil
- Chambre
- Penderie
- Jardin
- TV Studio
- jeux
- Centre commercial

rencontre avec **HILARY DUFF !**

RETOUR

**L'INTERVIEW**



éoute-la parler de Barbie®, de la mode et d'un tas d'autres choses !

DÉPART

Publicité

**LA VIDÉO**

Visualise un extrait en avant-première !

▶ || □

**DANS LES COULISSES**

Assiste au tournage du spot TV !

DÉPART

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« Rien à faire. S'ils veulent connaître les préférences individuelles des consommateurs, les spécialistes du marketing doivent recourir à l'espionnage. »

Graham, Rob. (2006). Fishing from a Barrel – Using Behavioral Targeting to Reach the Right People with the Right Ads at the Right Time. Boscawen, NH: Learningcraft Press.



- « L'utilité du "targeting behavioral" (ciblage en fonction des comportements ), c'est qu'il permet aux éditeurs et annonceurs de mieux connaître leurs clients non comme groupe distinct, mais individuellement. Plutôt que de demander à la personne de se taper des montagnes de données visant à déterminer les habitudes de consommation de groupes de personnes, cette technique constitue un moyen de scruter à la loupe les habitudes d'un acheteur potentiel. »

Estrin, Michael. (2007, April 20). Behavioural Marketing – Getting Ads to the Right Eyeballs. iMedia Connection.  
<http://www.imediaconnection.com/content/14559.asp>



**GANZ**

[Bulletinz](#) [FAQ](#) [Parent's Area](#) [Privacy Policy](#) [User Agreement](#)

If you are having trouble viewing the full Webkinz screen, please [click here](#).



**LOG IN**  
**NEW MEMBER**

- |                                 |                                 |                                  |                               |
|---------------------------------|---------------------------------|----------------------------------|-------------------------------|
| <a href="#">Take a Tour</a>     | <a href="#">Webkinz Catalog</a> | <a href="#">Store Locator</a>    | <a href="#">Bulletinz</a>     |
| <a href="#">Crafty Critterz</a> | <a href="#">Trading Cards</a>   | <a href="#">Customer Support</a> | <a href="#">Parent's Area</a> |

**What is Webkinz?**

Webkinz pets are lovable plush pets that each come with a unique Secret Code. With it, you enter Webkinz World where you care for your virtual pet, answer trivia, earn KinzCash, and play the best kids games on the net!

**Bulletinz**

[Announcing later hours for West Coast members](#)  
[I cannot view the full Webkinz screen](#)  
[Problem with a pack of trading cards? Read this!](#)

The collage consists of four overlapping browser windows:

- Top Left:** Mozilla Firefox window showing the Neopets Privacy Policy page. The URL is <http://www.neopets.com/privacy.phtml>. The page title is "Neopets Privacy Policy". The content includes an introduction and a commitment to providing a safe web site.
- Top Right:** Mozilla Firefox window showing the Barbie.com parents section. The URL is <http://fr.barbie.com>. The page title is "fr.Barbie.com Bonjour, Barbie® Girl!". The content includes a "parents" section and a "note spéciale à l'attention des parents".
- Bottom Left:** Mozilla Firefox window showing the Webkinz Privacy Policy page. The URL is [http://www.webkinz.com/privacy\\_policy.html](http://www.webkinz.com/privacy_policy.html). The page title is "Webkinz® - Privacy Policy". The content includes a "LOG IN" button and a "NEW MEMBER" button.
- Bottom Right:** Mozilla Firefox window showing the Barbie.com Internet Safety Promise page. The URL is <http://barbie.everythinggirl.com>. The page title is "Barbie.com Internet Safety Print Page ...". The content includes a "Barbie.com" logo and a list of six promises for internet safety.

**Email:**

**Password:**

[Login](#)

[Forgot Password?](#)

**Sign Up**  
 Everyone can join.

This policy is effective as of September 12, 2007.

## Facebook Principles

We built Facebook to make it easy to share information with your friends and people around you. We understand you may not want everyone in the world to have the information you share on Facebook; that is why we give you control of your information. Our default privacy settings limit the information displayed in your profile to your networks and other reasonable community limitations that we tell you about.

Facebook follows two core principles:

**1. You should have control over your personal information.**

Facebook helps you share information with your friends and people around you. You choose what information you put in your profile, including contact and personal information, pictures, interests and groups you join. And you control the users with whom you share that information through the privacy settings on the [My Privacy](#) page.

**2. You should have access to the information others want to share.**

There is an increasing amount of information available out there, and you may want to know what relates to you, your friends, and people around you. We want to help you easily get that information.

Sharing information should be easy. And we want to provide you with the privacy tools necessary to control how and with whom you share that information. If you have questions or ideas, please send them to [privacy@facebook.com](mailto:privacy@facebook.com).

## Safe Use of Facebook

For information for users and parents about staying safe on Facebook, [click here](#).

## Facebook's Privacy Policy

