



Consumer Alert

Protect MI Child Registry

The Protect MI Child Registry is a secure database containing protected e-mail, fax, instant message, and mobile text message addresses. It allows Michigan parents and schools to register electronic addresses used by children to access the Internet.

Once an address has been registered, senders of messages that advertise or link to prohibited products or services are required to remove the address from their mailing lists within 30 days. Prohibited products include tobacco, gambling, pornography, illegal drugs, and other illegal products.

Address registrations are effective for three years or until the youngest child with access to the e-mail address reaches the age of 18. Registrations may be renewed at any time for an additional three-year period.

The Protect MI Child Registry is operated pursuant to Public Act 241 of 2004. [MCL 752.1061 – 752.1068]

Who can register?

The Registry is open to Michigan residents only. Public registration began July 1, 2005. Parents, grandparents, guardians, schools, and others may register contact points that are directly used by minors, or to which minors have access.

What types of contact points may be registered?

The Protect MI Child Registry allows the registration of e-mail addresses, instant messenger (IM) IDs, mobile text device numbers, and fax numbers.

Is there a cost to register?

No. Registration with the Protect MI Child Registry is free.

How to register?

You can register for the Protect MI Child Registry by going to the website:

<http://www.michigan.gov/protectmichild>

You may also locate the Registry by using the following link:



This link can be found at:
www.michigan.gov/mpsc

Who administers and enforces the Registry?

The Department of Labor and Economic Growth has designated that the Michigan Public Service Commission administer the Registry. The Michigan Attorney General's office is responsible for the enforcement against violators of the Michigan Children's Protection Registry Act.

How is the privacy of the registrants maintained?

The security of a list of child-accessible electronic addresses was of great concern when designing the Protect MI Child Registry. Registered addresses are stored in such a way that the addresses will not be revealed, even if the system's database is compromised. Even the state does not have access to the registered addresses.

Once a registration is confirmed, the electronic address is "fingerprinted." Only the fingerprint is stored. While each fingerprint is unique, it is impossible to retrieve the original address from the stored fingerprint, just as it is impossible to tell exactly what someone looks like from their real fingerprint.

Will the registry block all unwanted email?

The registry **will not** block all unwanted email from unknown senders. There should be a gradual decrease in the number of inappropriate messages received. It will take time for all senders of prohibited materials to become educated about the Registry and begin to comply with the law. The Registry is not a filtering device. The Protect MI Child Registry provides a tool for prosecutors to hold accountable those senders who target children with inappropriate e-mail messages. Even if you register your children's electronic addresses, it is still critical for you to monitor your children while they are using them.

How do I file a complaint?

To file a complaint, please follow the instructions found at:

www.michigan.gov/protectmichild.

Complaints are reported to the Office of the Attorney General. To the extent possible, please retain copies of all messages you receive that are in violation of the law. You **must** be registered for at least thirty (30) days before you may file a complaint.

What are the penalties to the senders who fail to comply with the law?

Senders or "Marketers" who violate the law face criminal penalties of up to three years in jail, and criminal fines of up to \$30,000. In addition, marketers may face civil penalties of up to \$5,000 per message sent in violation of the law, to a maximum of \$250,000 per day.

For more information:

For more information about the Protect MI Child Registry, go to the Registry's website at: www.michigan.gov/protectmichild.

You may also call **888-NOT-LIST** for an automated explanation of the Registry and directions on how to use it.

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