**Publishers Vow to Stop Tracking Kids' Personal Data**

Mattel, Hasbro, JumpStart Games and Viacom have all signed a deal with New York Attorney General Eric Schneiderman to stop tracking the online behavior of children younger than 13. The four companies paid a total of $835,000 for previously allowing children's data to be collected without parental permission.

***Bloomberg 9/14/16***

[***http://www.bloomberg.com/news/articles/2016-09-13/viacom-mattel-agree-to-stop-online-child-tracker-in-n-y-probe***](http://www.bloomberg.com/news/articles/2016-09-13/viacom-mattel-agree-to-stop-online-child-tracker-in-n-y-probe)