



**ADVERTISING
OPPORTUNITIES**

**ADVERTISING
SPECS**

**PRIVACY
POLICY**

**MAGAZINE
MEDIA KIT**

PRIVACY POLICY

SPORTS ILLUSTRATED FOR KIDS is actively participating in the ongoing debate about kids online privacy. Time Warner, SIKIDS.COM's parent company, has joined the Online Privacy Alliance (OPA) and currently adheres to the OPA guidelines regarding communications with children younger than 13 over the Internet. These guidelines require marketers to refrain from soliciting personally-identifiable information online from kids without prior parental consent.

SIKIDS.COM will help advertisers navigate privacy issues to ensure that all online advertising programs comply with the most commonly accepted rules, such as those adopted by CARU (Children's Advertising Review Unit from the Better Business Bureau) and OPA.

[Click here for our privacy policy.](#)