

## **Club Penguin Q & A**

### **What is Club Penguin?**

---

Club Penguin is a virtual world where children can play games, have fun and interact with each other.

### **How does it work?**

---

Each player chooses a penguin, gives it an identity, and explores Club Penguin, interacting with other penguins by chatting, playing games, sending greeting cards, or using emotes (emotion icons) and actions (i.e. wave, dance, sit, walk or throw a snowball). By helping other participants and playing games, players earn virtual coins that allow them to buy clothing and accessories for their penguin or furniture for their igloo.

### **Who is Club Penguin for?**

---

Club Penguin is designed for 8-14 year olds, but is open to children of all ages.

### **Why did you create Club Penguin?**

---

Chatting and gaming are the most popular online activities for children, yet most products are geared to older teens and adults. As parents of young children, we wanted to create a fun, online world we'd be comfortable letting our own kids visit.

### **Is it safe?**

---

In order to ensure the safest possible environment we created two chat options:

**Ultimate Safe Chat** is the perfect solution for parents seeking the ultimate in online safety. This option limits what users can say to a predefined menu of greetings, questions, and statements, as well as emotes, actions and greeting cards. When it comes to chatting, these users can only see other Ultimate Safe Chat messages.

**Standard Safe Chat** allows players to type their own messages to other users. Every message that is typed first goes through a sophisticated filter which blocks inappropriate words and phrases. Club Penguin's filter also breaks up words and phrases phonetically in order to decipher and catch codes or other methods players might use in an attempt to get past the system. This added component allows the filter to block attempts to communicate a phone number or other personal information.

Although the filter is continuously updated, comments that could be offensive to some players may occasionally get through. In order to limit that and further protect the security of Standard Safe Chat participants, moderators monitor what's going on and receive player reports of misconduct. An "M" icon on the upper, right-hand portion of the screen reminds participants a moderator is available to help. Players who engage in inappropriate behavior can be silenced or banned.

### **I've heard a lot about MySpace. How does Club Penguin compare?**

---

While both sites offer forms of so-called “social networking”, MySpace provides a forum for its users to post photos and other identifying personal information. Club Penguin strongly discourages the posting of any personal information and has a range of technological and human safeguards in place to ensure those details cannot get through. (***See “Is it safe?”***)

### **Are my child’s personal details safe with Club Penguin?**

---

Yes. Club Penguin has a strict Privacy Policy. We voluntarily conform to the U.S. Department of Commerce's Safe Harbor Principles and the Canadian Code of Practice.

### **Does it cost anything to join Club Penguin?**

---

Although anyone can enjoy Club Penguin free of charge, they won’t have the same privileges as paying members, such as buying clothing or decorating their own igloo.

Memberships cost \$5.95 per month, however, reduced rates are available with six-month or one year memberships. These can be purchased online with Visa, MasterCard, PayPal, check, money order, or through numerous pay by cash options.

### **Why charge anything at all?**

---

Instead of financing our operations through advertising as most websites do, Club Penguin relies solely on paid memberships. By remaining ad-free, we can provide our users a safe haven from marketing.

### **How is Club Penguin making a difference?**

---

Approximately 10% of proceeds from each Club Penguin membership support organizations that work on behalf of the world’s youngest and most vulnerable citizens. Our Kids Helping Kids program allows Club Penguin members to play a role in securing a happier and healthier future for other children around the globe.