

It's a game. It's an app. Is it right for your family?

A media resource guide
for parents.



Not every video game or app is intended for players of all ages. As technology changes at an ever increasing speed, it's important to understand what tools are available so that you can make the best decisions for your family. The information in this guide is designed to help ensure that the games and apps your children play and use are appropriate.

About the ESRB Rating System

The Entertainment Software Rating Board (ESRB) assigns rating and content information for video games and apps. The system includes three parts:

RATING CATEGORIES

CONTENT DESCRIPTORS

INTERACTIVE ELEMENTS

Where to Find ESRB Rating Info

Game Packages

Boxed video games display an ESRB Rating Category on the front of the box and Content Descriptors on the back.

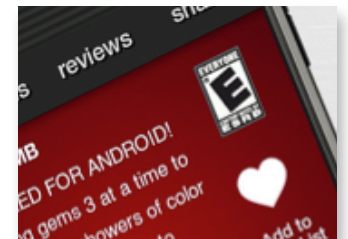


Digital Downloads

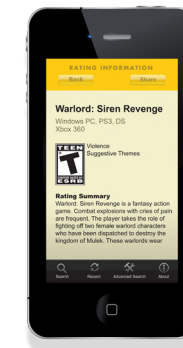
Many downloadable games carry ESRB ratings, including all those available through console-based marketplaces such as Microsoft Xbox LIVE®, Nintendo Wii® Shop and the Sony PlayStation® Store. Rating information for these games is displayed prior to download.

App Stores

ESRB-rated apps are typically displayed on the screen from which they are downloaded. You can find ESRB rating information in app stores offered by Verizon, T-Mobile and Windows Phone.



ESRB Website & Mobile App



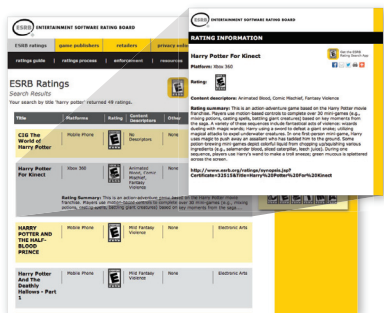
Complete rating information for all ESRB-rated games and apps is always available by searching **ESRB.org** or using the free ESRB Rating Search App for iPhone®, Android™ and Windows® Phone.



Tools and Resources for Families

Rating Summaries

Virtually all boxed games have ESRB Rating Summaries, which provide a detailed description of the content that factored into their rating. These can be found by searching **ESRB.org** or using the ESRB mobile app.



Parental Controls

Game consoles, handhelds and most operating systems like Windows offer parental control settings that let you restrict access based on age ratings. Step-by-step guides for setting up parental controls can be found at **ESRB.org/parents**.

ESRB Privacy Certified Seal

When you see an ESRB Privacy Certified seal on a website or mobile app you can be assured that it is compliant with government requirements aimed at protecting your privacy. ESRB Privacy Certified is one of only five programs recognized by the FTC as a "COPPA Safe Harbor" in certifying that its members protect kids' privacy and personal information.



Five Tips for Parents

- 1. Always check the ratings.** ESRB ratings are displayed virtually everywhere you find games. Ratings can also always be found by searching ESRB's website or mobile app. A game or app's rating is a great first check-point to help you decide if it's OK for your family.
- 2. Go beyond the ratings.** ESRB Rating Summaries and game review websites offer greater detail about the game's content.
- 3. Consider interactive elements and user interactions.** Many games and apps enable users to communicate with others or share various content like photos, a user's location or personal information like their e-mail address. Look for ESRB notices advising you if these elements are in the game or app you're about to download.
- 4. Set parental controls.** These controls let you manage your child's access and place limits on their exposure to certain content and features.
- 5. Teach your children to protect themselves.** Children should know to talk to a trusted adult if they're being harassed and to never share personal information with strangers online. This not only includes e-mail addresses and phone numbers but even where they go to school or what their plans are for the weekend.

For more helpful information, links to other resources and step-by-step guides to setting up parental controls, please visit **ESRB.org/parents**.



Family Discussion Guide

Talking with your children about the games and apps they enjoy is the best way to know what they're up to and come to a mutual understanding. Here are some suggested topics to get the conversation started.

- Where and how does your child play games? Consoles? On the computer? Mobile devices? Should there be time limits? Are they playing online? If so, with whom?
- Are there age and content ratings associated with the games and apps they play? If so, what are they? If you don't know you can check by searching **ESRB.org** or the ESRB mobile app. Are there certain age ratings that are off limits?
- Do any of these games or apps ask for personal information like an e-mail address? Or potentially share the user's physical location with others?
- Do any of these games or apps involve user-generated content, including the ability to chat with other users? If so, what types of conversations has your child encountered?
- Has your child ever been harassed by other players during a game? If so, how should they handle it and who should they tell?
- Do any of these games or apps include the ability to purchase new content, such as new levels, in-game currency or other items? If so, do they need your permission to purchase them?

