

IN THE UNITED STATES DISTRICT COURT  
FOR THE WESTERN DISTRICT OF TEXAS  
AUSTIN DIVISION

FILED  
2007 DEC -5 AM 8:42  
CLERK OF DISTRICT COURT  
WESTERN DISTRICT OF TEXAS

STATE OF TEXAS,

Plaintiff,

vs.

THE DOLL PALACE CORPORATION,  
AND ALEX SYROV, INDIVIDUALLY AND  
D/B/A "THE DOLL PALACE.COM,"

Defendants.

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Civil Action No.

**A07CA 988 SS**

**PLAINTIFF'S ORIGINAL COMPLAINT**

**TO THE HONORABLE UNITED STATES DISTRICT COURT JUDGE:**

Plaintiff, the STATE OF TEXAS, acting by and through the Attorney General of Texas, GREG ABBOTT, files this Original Complaint against Defendants The Doll Palace Corporation and Alex Syrov Individually and d/b/a "thedollpalace.com," (collectively "Defendants") and for causes of action would respectfully show the Court as follows:

**JURISDICTION AND VENUE**

1. This action is brought by Attorney General Greg Abbott, through his Consumer Protection & Public Health Division, in the name of the STATE OF TEXAS and in the public interest pursuant to the Children's Online Privacy Protection Act of 1998 ("COPPA"), 15 U.S.C. §§ 6501-6506, and the Children's Online Privacy Protection Rule, 16 C.F.R. Part 312 ("the Rule").
2. This Court has jurisdiction over this matter under 28 U.S.C. §§ 1331, 1337(a), 1345, and 1355, and under 15 U.S.C. §§ 45(m)(1)(A), 53(b) and 56(a). This action arises under 15

U.S.C. §§ 45(a)(1) and 6502(c).

3. Venue of this suit lies in the Western District of Texas, Austin Division, pursuant to 28 U.S.C. § 1391(b) because a substantial part of the events giving rise to the claims alleged herein occurred within the Western District of Texas, as more specifically described below.

#### **PUBLIC INTEREST**

4. Courts have long recognized that consumers have a right to privacy. Specifically, this right provides consumers the option to keep their personal information private, because allowing the unauthorized collection and distribution of personal information not only intrudes on a person's desire to be left alone, but also subjects the person to increased security risks and a greater risk of identity theft, one of the fastest growing crimes in the United States. Because of technological advancements that allow web site operators and others to secretly collect almost unlimited information about visitors, online privacy protections are particularly important. Moreover, because children rarely comprehend the importance of privacy and the risks that disclosure of their personal information may expose them to (e.g. sexual predators, targeted behavioral advertising), it is essential that parents be involved in their children's decision about what information is appropriate to share. <sup>1</sup>
5. In 1998, in order to help protect the safety and privacy interests of children, Congress enacted COPPA, which generally prohibits the unauthorized or unnecessary collection of children's personal information by Internet Web site operators.
6. In this cause, Plaintiff alleges that Defendants are causing harm to the safety and privacy of

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<sup>1</sup>See, e.g., Protection of Children's Privacy on the World Wide Web, 1998: Hearings on S. 2326 Before the Subcomm. on Communications of the Senate Comm. on Commerce, Science & Transportation, 105th Cong., 2nd Reg. Sess. (1998) (statement of Robert Pitofsky, Chairman of the Federal Trade Commission).

children online, and as such Plaintiff has reason to believe that an interest of the residents of Texas has been or is threatened or adversely affected by Defendants' practices as alleged herein. Plaintiff further has reason to believe that Defendants have engaged in and will continue to engage in a pattern or practice of unlawful practices as set forth below. Therefore, this action is in the public interest.

#### **ACTS OF AGENTS**

7. Whenever it is alleged in this petition that the Defendants did any act, it is meant that Defendants performed or participated in the act, or that Defendants' officers, agents, representatives, or employees performed or participated in the act on behalf of and under the authority of Defendants.

#### **DEFENDANTS**

8. Defendant The Doll Palace Corporation is a foreign business corporation incorporated in New York engaging in trade and commerce in Texas, however, it has not registered to do business in Texas, it does not maintain a regular place of business in Texas, nor has it designated an agent for service of process in Texas. This suit arises out of Defendant's business in this state as more specifically described below. Pursuant to FED. R. CIV. P. 4(e) and (h) and TEX. CIV. PRAC. & REM. CODE § 17.044, Defendant can be served by certified mail, return receipt requested, directed to Defendant through the Texas Secretary of State as an agent for service of process at Defendant's home office at the following address: 48 Bergen Beach Place, Brooklyn, New York 11230.
9. Defendant Alex Syrov is an individual engaging in trade and commerce in Texas who can be served at his home, 1856 East 13<sup>th</sup> Street, Apartment 2B, Brooklyn, New York 11229.

Defendant Syrov is the sole officer and member of The Doll Palace Corporation since its creation in 2003, and directly did business as The Doll Palace prior to that time.

## **STATEMENT OF FACTS**

### **Defendants' Website and Privacy Implications**

10. Defendants operate a commercial Web site called "The Doll Palace," (thedollpalace.com), which is directed to and appeals to children. This Web site, which is described by Defendants as "where cartoon dolls live," allows children to create and play with web-based dolls. For example, children can use the dolls they create by dressing them, and through the children, interacting with other dolls in Internet "chat" rooms. Children can also search for other users through a "friends" section.
11. To use the basic features of The Doll Palace, including the chat and "friends" functions, Defendants require potential members to register by providing personal information including: first and last name, electronic mail ("e-mail") address, date of birth, state, zip code, country, and gender.
12. To use the "friends" feature of The Doll Palace, Defendants require registered members to provide additional personal information in the form of a "profile." The "profile" consists of ten pages of questions including detailed personal information (height, weight, eye color, etc.), details about personal habits, and access to the Internet (including whether or not the user has their own computer or has to access the Internet in a public location). The user is further asked extensive questions about the type of person they are interested in meeting (e.g. "Age Importance," including the option: "I would like to meet someone older than myself").
13. The "friends" section allows members to search for other Doll Palace members and allows

the member/searcher to specify the characteristics of the “friends” they are interested in - including age ranges, gender, and those “within 5 miles” from your location. Prominently displayed in the search results provided to the member/searcher are links to the new “friend’s” profile, including contact information (e-mail address and instant message identifiers), age and location of the friend, as well as some, but not all, of the information from the friend’s ten page questionnaire described above. *See Exhibit 1.* Many of the users identified through this process are under the age of thirteen, and many of them are located in Texas, including Austin, Texas.

14. Doll Palace members are invited to participate in traditional “chat” rooms, and also in “avatar chats” - in which users can assign particular dolls to their screen name, and engage in an interactive animated chat. As part of the chat, users can easily access the personal information of other users, including age and location of the users, and can access multiple dolls which they created on the Doll Palace - including sexually explicit dolls.
15. The Doll Palace also offers “forums,” which are a series of message boards on which members can post comments to certain threads. As part of forum participation, members can create a profile (separate from the “friends” profile described above) - which includes the member’s hobbies, interests, favorite music and movies, location, date of birth, and various instant message identifiers. *See Exhibit 2.* Users can also join clubs or other groups, including some specifically directed towards Texans.
16. Defendants promote and encourage participation in these social networking and chat room activities. For example, the Doll Palace promotes and offers “Doll Points” to its members. Doll Points are a type of online currency, specific to the Doll Palace, which are used to

purchase a variety of dolls or accessories. Members are encouraged to earn points through “playing games, making dolls, [and] participating in many other site activities,” such as creating a profile as described above. Doll Points are also awarded for referrals, encouraging members to recruit their friends to join the Doll Palace.

17. As described above, Defendants’ Web site welcomes children under the age of 13 and allows them to register for membership. Moreover, many users are clearly identified as under the age of thirteen. The privacy implications and danger posed by this site, especially for users under the age of 13, are self-evident.
18. Ironically, in an August, 2007 article Defendant Syrov was quoted as warning parents to monitor the activity of their children on doll sites, and further described how the Doll Palace requires parental permission, keeps names and email addresses private, and moderates forums.<sup>2</sup> In truth and in fact, Defendant Syrov’s site fails to properly obtain parental consent before collecting a child’s personal information, does not keep personal identifying information private, and in general raises the very concerns about which he has warned the public.

#### **Defendants’ Failure to Obtain Parental Consent**

19. As described above, Defendants require Doll Palace users to register by providing personal information. During the registration process, if the potential member states that she is under the age of thirteen, she is met with the message: “You need a parent’s permission to continue. Is a parent with you right now?” *See Exhibit 3*. If the child then selects “Yes,” she is directed to a “permission” page merely requiring her to click “OK” to complete

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<sup>2</sup> See <http://www.dailycamera.com/news/2007/aug/03/mini-me/>

registration. The permission page fails to provide any specific information regarding the type of information collected, does not provide contact information for the Doll Palace, and does not give parents any option to later review and revoke their consent. *See Exhibit 4.*

20. The ease in which a child can circumvent the “parental” consent requirements is clear - the directed question and lack of detailed information suggest to a child the way in which she can falsify consent. Once the user simply clicks “OK,” the account is registered and activated. No attempt is made to verify parental consent.
21. If the user selects “No” to the question “Is a parent with you right now?” then she is prompted to submit her parent’s e-mail address for activation. The child can input any e-mail address, including the same one she provided as her own during the initial registration page. Defendants then send an e-mail, which includes an activation link that takes the user to a web page with the same information as if the child had answered “yes.” Again, the user must merely click “OK” to complete registration. No attempt is made to verify parental consent. *See Exhibit 5.*
22. Once a potential participant has successfully completed the registration process, Defendants continue to gather personal information by offering the new member a way to obtain “free” stickers. Defendants instruct the member in great detail how to send a self-addressed stamped envelope to a public mailbox in New York in exchange for free doll stickers. *See Exhibit 6.* Despite the promise of free stickers, Defendants fail to send the stickers in response to the offer.
23. Defendants both fail to gain parental consent *before* the collection of a child’s personal information and to obtain verifiable parental consent. The consent process can easily be

circumvented, and fails to follow the processes required by COPPA and the Rule. Moreover, Defendants fail to properly disclose information practices as required by COPPA, including what specific information has already been collected from the child, what information will be collected from the child, or the intended uses of such information.

### **Defendants' Privacy Policy**

24. During the registration process, potential users are asked to agree to the Doll Palace's "Terms of Use and Notices," which are cumbersome to review because they are displayed in a text box that reveals only six lines of text at a time. *See Exhibit 7.* In smaller text beneath this text box is a link to the Doll Palace's "privacy statement." A similar link appears on Defendants' home Web page. The link is neither clearly labeled nor placed in a clear and prominent location. Rather, the link is in the same font style and size as other links found at the bottom of the screen. *See Exhibit 8.*
25. The Doll Palace's privacy statement fails to disclose all information required by COPPA and the Rule regarding Defendants' collection and use of personal information. *See Exhibit 9.* Specifically, the privacy policy:
  - a. Fails to clearly state the type of information collected from users and whether it is collected actively or passively and how that information is used.
  - b. Fails to disclose that The Doll Palace may not collect more personal information than is reasonably necessary as a condition to a child's participation in any of the online activities.
  - c. Fails to mention parental consent or how parents can review or request to delete their child's personal information, or prevent future collection of such information.

- d. Fails to publish the website operator's contact information, including a name, address, e-mail address, and phone number.

COPPA and the Rule require each of the above to be disclosed in the privacy statement.

#### **VIOLATIONS OF THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT**

26. Plaintiff re-alleges paragraphs one through twenty-five in this Complaint and incorporates them here as if set forth in full. In numerous instances, including the acts and practices described above, Defendants have collected personal information from children in violation of COPPA and the Rule, including:
  - a. Failing to provide sufficient notice on the website of what information it collects online from children, how it uses such information, its disclosure practices, and all other required content, in violation of 16 C.F.R. § 312.4(b) and 15 USC § 6502;
  - b. Failing to provide notice to parents of what information it collects online from children, how it uses such information, its disclosure practices, and all other required content, in violation of 16 C.F.R. § 312.4(c) and 15 USC § 6502;
  - c. Failing to obtain verifiable parental consent before any collection, use, and/or disclosure of personal information from children, in violation of 16 C.F.R. § 312.5 and 15 USC § 6502; and,
  - d. Conditioning children's participation in an activity on their disclosing more personal information than is reasonably necessary to participate in such activity, in violation of 16 C.F.R. § 312.7 and 15 USC § 6502.

#### **PRAYER**

27. Because Defendants have engaged in the acts and practices described above, Defendants

have violated the law as alleged in this Complaint and, unless restrained by this Honorable Court, Defendants will continue to violate the laws of the UNITED STATES OF AMERICA and the STATE OF TEXAS.

28. WHEREFORE, Plaintiff requests this Court, pursuant to 15 U.S.C. §§ 45(a)(1), 45(m)(1)(A), 53(b) and 57b, and the Court's own equitable powers to:

- a. Award Plaintiff such preliminary and ancillary relief as may be necessary to prevent the likelihood of consumer injury during the pendency of this action, and
- b. Permanently enjoin the Defendants from continuing to violate COPPA and the Rule, specifically by enjoining Defendants, their employees, agents, officers, successors, and assigns from:
  - i. Failing to comply with proper collection, use, or disclosure practices required by the Rule and COPPA;
  - ii. Failing to make all necessary disclosures in its privacy policy as required by the Rule and COPPA;
  - iii. Failing to obtain verifiable parental consent before collecting personal information from children;
  - iv. Failing to properly notify parents of its collection, use, and disclosure practices of personal information relating to children and of their rights to access such information;
  - v. Failing to obtain verifiable parental consent of its collection, use, and disclosure of personal information relating to children;
  - vi. Failing to provide a means for parents to review the personal information

collected from their children and the ability to refuse to permit its further use or maintenance;

vii. Conditioning children's participation in an activity upon children disclosing more personal information than is reasonably necessary to participate in that activity; and

viii. Failing to establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of personal information collected from children.

29. Plaintiff further prays that this Court award damage, restitution, or other compensation on behalf of residents of the State pursuant to 15 USC § 6504.

30. The Plaintiff further prays that the Court grant all other relief to which the Plaintiff may show itself entitled.

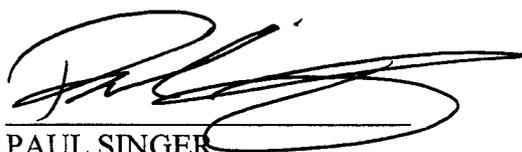
Respectfully submitted,

GREG ABBOTT  
Attorney General of Texas

KENT C. SULLIVAN  
First Assistant Attorney General

JEFF L. ROSE  
Deputy First Assistant Attorney General

PAUL D. CARMONA  
Chief, Consumer Protection and Public Health

A handwritten signature in black ink, appearing to read "Paul Singer", with a large, sweeping flourish extending to the right.

PAUL SINGER  
C. BRAD SCHUELKE  
Assistant Attorneys General  
Consumer Protection and Public Health  
State Bar No. 24033197  
State Bar No. 24008000  
P. O. Box 12548  
Austin, Texas 78711  
(512) 463-2185 (Telephone)  
(512) 473-8301 (Facsimile)

Profile: **Z\_Morris** [Add Friend](#)

Z\_Morris @ TDP: »Forums Profile »Blogs »Doll Album »Doll Stories

Rating:

Rating: **0.00**/10 (0 votes)

Quick Link: [http://Z\\_Morris.thedollpalace.com/](http://Z_Morris.thedollpalace.com/) Quick Scroll: Comments

**sup?**

**Personal Details**



Gender: Male

Age: 10

Weight:

Height:

Body type:

Ethnic background:

Smoking habits:

Drinking habits:

Location: United States

Profile Last Changed: November 27, 2007

Member Since: November 27, 2007

Status: Online

**Contact Information**

Z\_Morris  111111111

[zack\\_morris@sbcglobal.net](mailto:zack_morris@sbcglobal.net)

**Astrology**

Sign: Gemini

**Member Comments**

Post a Comment

**Message Icon:**



**Comment:**





Location  
Where you live

**Custom CSS**

Custom CSS  
If you would like to customize the look and feel of your profile, please specify custom CSS here.

The only symbols permitted are: A-z 0-9 - \_ . : ; ' " < > # @

- Background Outer Color
- Background Inner Color
- Top Banner Background
- Header Background Color
- Outer Border
- Inner Border
- Line with Links
- Footer Background Color
- Left Panel Background
- Left Panel Surround
- Friends Panel Background
- Friends Panel Surround

**Optional Information - All information will be viewable by other forum members.**

Date of Birth  
Your date of birth and age are displayed in several places on the forum. Only the administrator will have access to your date of birth should you choose to hide it via the privacy option below.

Month Day Year (Optional)  
June 21 1997

Privacy  
Display Age

Home Page URL  
If you would like to let other visitors to this site know the URL of your own web site, enter it here.  
Home Page URL

Instant Messaging  
You may enter your registered identity for the instant messaging networks if you would like other visitors to be able to contact you using that medium.

ICQ Number  AIM Screen Name

MSN Messenger Handle  Yahoo! Messenger Handle

Skype Name



## Registration

### Permission Required

You need a parent's permission to continue. Is a parent with you right now?

Yes  No

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## Registration

### Permission Required

**Dear Parent,**

Children's privacy laws require The Doll Palace to get parental consent before collecting personally identifiable information from your child. As a result, your child needs your consent to register for a Doll Palace account.

Specify how you want the sites and services listed below to handle the personal information of <Z\_Morris> by selecting one of the consent levels below.

Please read The Doll Privacy Statement before granting consent.

**CHOOSE A CONSENT LEVEL**

Full

Deny\*

The Doll Palace can:

**YES**

**NO**

- collect
- store
- use

my child's information.

The site will not disclose your child's information to individuals or companies.

**\*Choosing deny often means that your child cannot use the site.**

When I click **OK**, I understand that, as the legal parent or guardian of **Z\_Morris** for The Doll Palace, I grant or deny consent for the site to collect and use personal information about my child. The consent level I choose applies to any personal information, including contact information, my child may share through public forums on the site or service (such as chats, bulletin boards, friends sections) with other users.

I understand and agree that The Doll Palace will collect and use my child's personal information in accordance with the terms specified in the The Doll Privacy Statement.

**OK**





Print - Close Window

**To:** zack\_morris@sbcglobal.net

**Subject:** Z\_Morris (Zack Morris) Requests Your Consent to use The Doll Palace!

**From:** "The Doll Palace" <Info@thedollpalace.com>

**Date:** Tue, 27 Nov 2007 10:23:30 -0500 (EST)

Dear Parent or Guardian:

Your child, Z\_Morris (Zack Morris), needs your consent to sign in to The Doll Palace Web site that wants to collect personal information from your child. This site was created for children, however it is used by people of all ages. The Doll Palace contains public areas, such as chats and bulletin boards, which enable your child to disclose personal information, which could allow your child to be contacted online or offline by users of the site. As you go through the parental consent process, we recommend that you review the site and carefully read its privacy policy before providing consent for that site to collect and use your child's personal information.

TO GIVE OR DENY CONSENT

You can see the The Doll Palace Web site your child wants to sign in to, and give or deny consent, by clicking the following link.

([http://www.thedollpalace.com/my/consent\\_02.php?login=Z\\_Morris&session\\_key=6edjgsj71hqou76h6v13tj2ad5](http://www.thedollpalace.com/my/consent_02.php?login=Z_Morris&session_key=6edjgsj71hqou76h6v13tj2ad5))

If clicking the link doesn't work:

Select the entire Web address (starting with http://), and then copy it. (usually by clicking Copy in the Edit menu). Open your browser, and paste the Web address (usually by clicking Paste in the Edit menu), and then press Enter or Return.

All the best,  
 The Doll Palace Support Team  
<http://www.thedollpalace.com>

-----  
 PROTECT YOUR PASSWORD  
 Never give your password to anyone.  
 -----

Please do not reply to this e-mail. Mail sent to this address cannot be answered. For assistance, log in to your Doll Palace account and choose the "Helpdesk" link in the "Contact Us" section of the front page.





## Registration

### Permission Required

#### Dear Parent,

Children's privacy laws require The Doll Palace to get parental consent before collecting personally identifiable information from your child. As a result, your child needs your consent to register for a Doll Palace account.

Specify how you want the sites and services listed below to handle the personal information of <Z\_Morris> by selecting one of the consent levels below.

Please read The Doll Privacy Statement before granting consent.

#### CHOOSE A CONSENT LEVEL

The Doll Palace can:

- collect
- store
- use

my child's information.

The site will not disclose your child's information to individuals or companies.

**\*Choosing deny often means that your child cannot use the site.**

When I click **OK**, I understand that, as the legal parent or guardian of **Z\_Morris** for The Doll Palace, I grant or deny consent for the site to collect and use personal information about my child. The consent level I choose applies to any personal information, including contact information, my child may share through public forums on the site or service (such as chats, bulletin boards, friends sections) with other users.

I understand and agree that The Doll Palace will collect and use my child's personal information in accordance with the terms specified in the The Doll Privacy Statement.

OK

Full

Deny\*

YES

NO





## The Doll Palace -- Free Dollz Stickers

**FREE Dollz Stickers!!!**

The Doll Palace is pleased to introduce our newest product: Dollz Stickers!



We would like to promote them by giving them out free of cost. To get a free sticker, simply send a self addressed, stamped envelope\* to:

**The Doll Palace**  
1673 East 16 Street, PMB 85  
Brooklyn, NY 11229

you will receive 1 free sticker per envelope (multiple stickers for Schools)\*\*.

- You can always find this page using link under "Play Dolls" icon on the homepage

[Continue Entering the Site](#)

Please include a note with the name of the set for the sticker (Please review available sticker sets below). We will send you one of the stickers from the set; if the name of the set is not included we will send you a random sticker.

If you would like to get more stickers you can always order entire sets in our Shopping Section. Any order placed in our Shopping Section can be paid with a personal Check, Money Order or any Credit Card (via PayPal).

The Doll Palace will not profit from this offer. We will only use these funds to cover the cost of printing and postage.

\*

Basically, you are sending the envelope that you are going to receive back with your stickers in it.

### Steps to prepare a self-addressed stamped envelope:

1. Get two(2) envelopes.
2. Take first envelope, in the middle of it, write your name and address (just like you are planning to mail yourself a letter).
3. Put a stamp on the envelope and leave it unsealed (open)!
4. Take second envelope, in the middle of the envelope write The Doll Palace address and put a stamp on it.
5. Put the first envelope inside the second envelope and mail it to us.



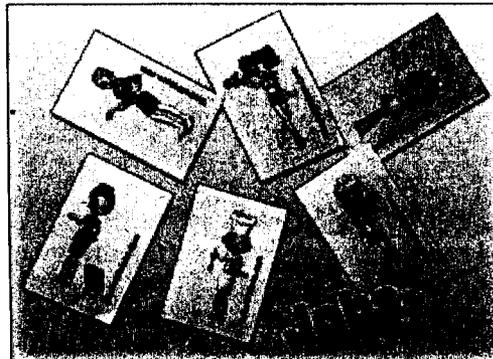
\*\*

If return envelope is addressed to a teacher in a Public or Private School, we will send 3 free sets (18-20 stickers). Please talk to your teacher and make sure he/she will be able to receive them. You have to include a note with the phone number for your school so we can validate the address and the name of the sets you would like to receive.

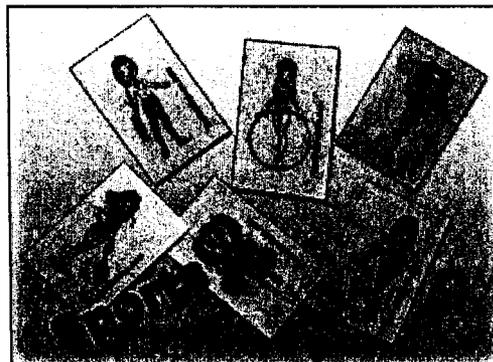
Enjoy your dollz stickers!



**Stickers - Dollz and World**



**Stickers - Dollz and Jobs**



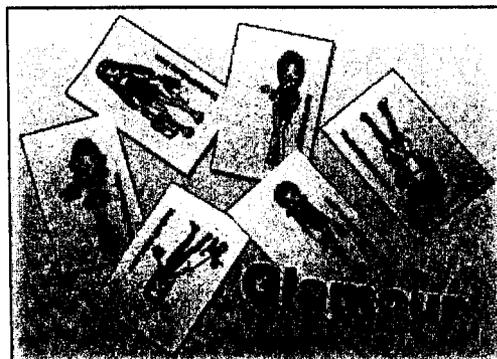
**Stickers - Dollz and Sports**



Stickers - Dollz and Movies



Stickers - Lady Dollz



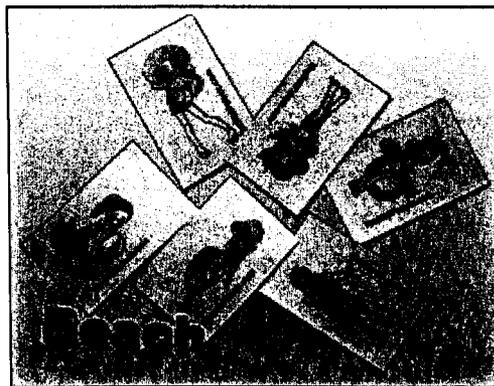
Stickers - Glamour Dollz



Stickers - Fairy Dollz



Stickers - Elegan Dollz



Stickers - Dollz and Beach



**Stickers - Dollz in Casual**

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## Registration

### Profile Information

First Name

Last Name

Country/Region

State  **Leave empty if not in the United States**

Zip Code  **Leave empty if not in the United States**

Gender  Male  Female

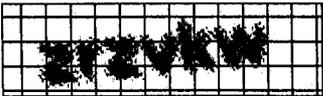
Birthday

### Account Information

Sign-In Name  **Begin with a letter, and use only letters (a-z), numbers (0-9), the underscore (\_), and no spaces.**  
 Check if this name is available

Email  **Please use valid email address. We will use this email address to send your randomly generated password.**

### Verification

Click on image if you can not identify the text  **Verification helps to ensure that the form is completed by a person.**

Enter the text that appears in the verification image

**TERMS OF USE and NOTICES**

**AGREEMENT BETWEEN USER AND THE DOLL PALACE**

Thank you for visiting thedollpalace.com, The Doll Palace, Inc. ("TDP") web site (the "Site"). Access to and use of the Site is governed by the

Doll Palace Terms of of Use  
 By clicking I Agree below, I am attaching my electronic signature to and agreeing to the Terms of Use for Doll Palace; I am also accepting The Doll Palace Privacy Statement. I understand that if I do not agree to these terms of use and privacy statement, I should click Cancel, discontinue my registration, and refrain from using The Doll Palace Services.



**Cartoon Dolls (Dollz) and Doll Makers of the World Welcome You!  
The best Dollz Dress Up Games and Dollmakers of any kind ...**

The art of making cartoon dolls (dollz) and Doll Makers. Use our huge dollmaker dress up games to create personalized dolls and send them by email! We have forums and chat dedicated to discussions and problems people have with creating dolls. The Doll Palace has a tremendous collection of doll graphics and pictures. Our new doll characters include Fantasy and Fairy Dolls, Gothic Dolls and Celebrity dolls that you can review and get the HTML doll code for your own site or profile. Old categories include Blondes, Brown, Red, Goth, Black, Holiday, Guys, Couples and Animated dollz. Play Dress Up Games and have Fun!!!



**DollMail!**



**Invite Friends**

Tell Your Friends About This Site

del.icio.us Furl  
Reddit Yahoo!

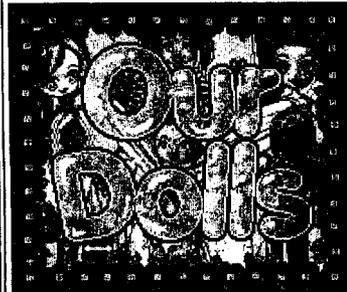


Hello and welcome to The Doll Palace! I am Jessica, the owner.

11/21 - It took way too long, but Naruto Doll Maker is finally open to all members. Naruto Dress Up game is featuring many of the characters from the anime and I'm sure many of you will enjoy creating one of your favorite Ninja Heroes.

11/21 - We've added over 100 new Cancer Awareness Dolls. Please take your time and vote for the best ones :)

11/11 - I Hope you noticed all the new Breast Cancer Awareness Dolls and Show All History



- Cartoon Dolls Updated Today (new!)
- Entire Doll Collection
- Get Specific Dolls

- \* Blonde Dollz
- \* Brown & Red Dollz
- \* Gothic & Black Hair
- \* Holiday & Others
- \* Guys & Couples
- \* Animated & Glitter Dollz
- \* Celebrities
- \* Dollz and Bases
- \* Mystics Dolls Collection
- \* MyDollz - Doll Album



**Myspace Doll Maker (Prem)**  
Naruto (Easy)  
Naruto Doll Maker

Sailor Moon (Easy)  
Sailor Moon Doll Maker

Anime Doll Maker (Easy)  
Anime Girls Doll Maker

Happy Birthday Dress Up (Easy)  
Birthday Party Doll Maker

Dress Up Dakota Fanning (Easy)  
Dakota Fanning Doll Maker

Dress Up Girl Scouts (Easy)  
Girl Scouts Doll Maker

Miley Dress Up (Easy)  
Miley Cyrus Doll Maker

Dress Up Celebrities (Easy)  
Celebrity Dress Up

Dream Guy Dress Up (Easy)  
My Love - Couple Maker  
Dream Guy Maker

Greek Gods Dress Up (Easy)  
Greek Mythology Maker

One Click Doll Makers:  
VDay Dress Up Game (Easy)

Princess Dress Up Game (Easy)  
Princess Doll Maker



**Quick Dress-Up Games Jumps**

- Shaded Unique Doll Maker
- Preps Doll Maker
- Unique Doll Maker
- Emoz Doll Maker
- Fairy Doll Maker
- Emo Style Doll Maker

**Coloring Games:**  
New!!!! Coloring Pages  
Magic Coloring - Coloring Book

- Buddy Icons:**
- \* AIM and MSN Buddy Icons
  - \* Upload/Donate Icons
  - \* Create animated Icons



Play MusicBox in background

• **Make Doll Palace Your Homepage!**

★ **Add to Favorites**

**Sign-In Name**

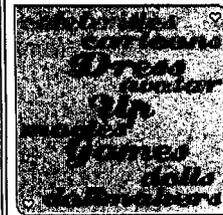
Screech

**Password**

[Empty password field]

Save

- » **Sign-Up (FREE)**
- » Forgot Password?
- » More Info...



**Girl-Doll Fashion Gossip**

- 11/23- Zodiac 101
- 11/21- It's Twins!
- 11/17- Can You Beat Cold Season?
- 11/15- I am Thankful  
More Celebrity Gossip...

**Cartoon Doll News & Shouts**

- 10/09- Article - Britney Spears
- 10/08- Article - WHAT IS HAPPENING NOW!?!?!?!?
- 10/07- Article - The New Naruto Dollmaker
- 09/05- Article - OMG! Shopping!  
Create New... More...

**The Doll Palace Life**

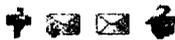
**2962716 DollPeople**  
 **2069 Users Online**  
 127 Members  
 1942 Guests  
  
**36457825 Dolls Made**

**Our Poll**

Your favorite Broadway Musical

- Wizard of Oz
- Musical not in the list**
- Phantom of the Opera
- Lion King
- Chicago
- I Don't Like Musicals
- Wicked
- Hairspray
- Grease
- Producers
- Drowsy Chaperone
- Avenue Q
- Mama Mia
- Jersey Boys
- Spamalot
- Rent

**Contact Us**



**Affiliates**



**Christmas Dress Up Game (Easy)**  
**Christmas Doll Maker**

**Thanksgiving Crafts (Easy)**  
**Thanksgiving Doll Maker**

**Easy Goth | Gothic Doll Maker**  
**Easy HW | Halloween DollMaker**  
**Easy Hippie | Hippie Dollmaker**  
**Easy Angel | Angel Dollmaker**  
**Pirates Dollmaker**  
**Fairy Doll Maker**  
**Mermaid Doll Maker**  
**Guys Dress Up Doll Maker**  
**Oscar Celebrity Doll Maker**  
**Valentines Day Dress Up Game**  
**Emo Dolls and Avatars Maker**  
**Fairy and Fantasy Dolls Maker**  
**Winter / Community / Original**  
**Popular: Preps | Uniques | Guys**

**Doll Maker Dress Up Games**  
**Cartoon DollMaker \***  
**Candy Doll Maker (Candybar) \***



**Large Doll Makers:**  
**Adriana Jasmine Alexis Emily**

**PixEditor \***

**Room / Chat Room Maker \***



- \* Doll Chat
- \* Avatar chat (32 users)
- \* Fashion Show
- \* Contests
- \* Cute Text
- \* Clubs 'N Cliques
- \* Dollz & Stories
- \* Custom Cartoon Dolls
- \* DollQuote
- \* DollQuote Maker
- \* Photodoll
- \* The Doll Palace Cards
- \* The Doll Palace Gallery

~\* The Doll Palace Shopping \*~  
 (Doll Cards) (Accessories) (Stickers)  
 ~\* Free Dollz Stickers \*~

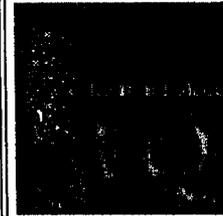
~\* Member Page \*~  
 ~\* File Manager \*~  
 ~\* Animator \*~

~\* Forums \*~  
 ~\* Guestbook \*~  
 ~\* The Doll Palace Friends \*~  
 ~\* The Doll Palace Diary \*~  
 † Report Offense

~\* The Doll Palace IQ \*~

~\* The Doll Palace Manual \*~

~\* The Doll Palace Time \*~  
 ~\* Quotes & Banners \*~  
 ~\* FAQ \*~



**Our Best Friends**

More... Add your site

- Kulichki
- Elouai
- Dollzbliss
- Doll Maker
- Pretty-Secrets
- Many Dress Up Games
- Cute-Spot.com

**DressUpGames**



Link TDP

Fanlisting

~\* Cartoon Doll Links \*~  
~\* Ask the Doll About Your Zodiac Sign \*~

~\* The Doll Palace Ring \*~  
~\* Top Doll Sites \*~

~\* Premium Membership Gift\*~



**Alamo**

Best Rate  
Guaranteed  
SAVE TIME &  
MONEY NOW



**Alamo**

alamo.com

**Top Dolls**  
vote



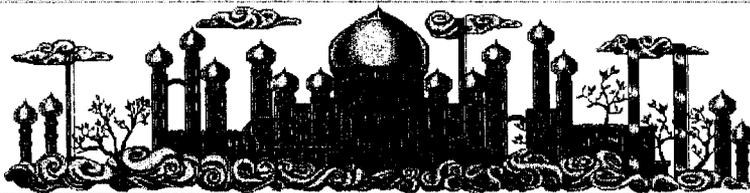
**Top Dolls**

<< Previous Random List Next >>

Search

Doll Palace Navigator » Community | Fun & Activities | Dress Up Games | Cartoon Dolls | Site | My Account

Bookmark This | Facebook | Digg It! | Search



## Privacy Statement

The Doll Palace » Doll Palace Account » Privacy Statement

### Privacy Statement

This privacy statement covers the site [www.thedollpalace.com](http://www.thedollpalace.com). Because this Web site wants to demonstrate its commitment to our users' privacy, it has agreed to disclose its information practices.

1. What personally identifiable information TheDollPalace.com collects.
2. What personally identifiable information third parties collect through the Web site.
3. What organization collects the information.
4. How TheDollPalace.com uses the information.
5. With whom TheDollPalace.com may share user information.
6. What choices are available to users regarding collection, use and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse or alteration of information under TheDollPalace.com control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this statement, they should contact support group using following URL <http://www.thedollpalace.com/helpdesk/>.

#### Information Collection

##### Information Collection

TheDollPalace.com is the sole owner of the information collected on [www.thedollpalace.com](http://www.thedollpalace.com). WE DO NOT SHARE ANY USER PERSONAL INFORMATION WITH THIRD PARTIES. We do provide general statistics and demographics for our advertisers; however that information is not related to any particular TDP user profile. TheDollPalace.com collects information from our users at several different points on our Web site.

#### Registration

In order to use some of the features of this Web site, a user must first complete the registration form. During registration a user is required to give contact information (such as name and email address). We use this information to contact the user about services on our site for which he has expressed interest. It is optional for the user to provide valid demographic information, but encouraged so we can provide a more personalized experience on our site.

#### Order

All current orders are processed with [paypal.com](http://paypal.com). We do not store any information from your order form except your email address. A user must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date) to [paypal.com](http://paypal.com) during the order. This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, the information is used to contact the user.

#### Information Use

##### Profile

We store information that we collect through cookies, log files, clear gifs, and/or third



parties to create a profile of our users. A profile is stored information that we keep on individual users that details their viewing preferences. Consequently, collected information is tied to the users personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to our Web site, and to direct pertinent marketing promotions to them. We do not share your profile with other third parties.

#### Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. We use both session ID cookies and persistent cookies. For the session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions. ([Internet Explorer and Netscape Instructions](#))

If users reject the cookie, they may still use our site. The only drawback to this is that the user will be limited in some areas of our site. For example, the user will not be able to participate in any of our posting sections, contests or monthly drawings that take place. Persistent cookies enable us to track and target the interests of our users to enhance the experience on our site. See the "Profile" section.

Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies, once we have given permission for them to set cookies for advertising.

#### Third Party Advertising

The ads appearing on this Web site are delivered to users directly by The Doll Palace. Internal user information is used to serve ads to users on this site, however this information is not shared with any of our advertisers. We provide advertisers only with general click-through banner statistics.

This privacy statement covers the use of cookies by TheDollPalace.com only and does not cover the use of cookies by any advertisers.

#### Log Files

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information.

#### Clear Gifs (Web Beacons/Web Bugs)

We employ and our third party advertising company employs a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. The main difference between the two is that clear gifs are invisible on the page and are much smaller, about the size of the period at the end of this sentence. Clear gifs are not tied to users' personally identifiable information.

Clear Gifs can "work with" existing cookies on a computer if they are both from the same Web site or advertising company. That means, for example, that if a person visited "www.companyX.com", which uses an advertising company's clear gif, the advertising company would match the clear gif's identifier and the advertising company's cookie ID number, to show the past online behavior for that computer. To learn more about our advertising company's use of clear gifs, please go to <http://www.linkshare.com>.

In addition, we use clear gifs in our HTML-based emails to let us know which emails have been opened by the recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If users would like to opt-out of these emails, please see the Opt-out section.

#### Communications from the Site

##### Special Offers and Updates

We send all new members a welcoming email to verify password and username. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the



privacy of our users we present the option to not receive these types of communications. Please see the Choice and Opt-out sections.

**Newsletter**

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt-out of these communications. Please see the Choice and Opt-out sections.

**Service Announcements**

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

**Customer Service**

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the users wishes.

**Sharing****Legal Disclaimer**

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

**Aggregate Information (non-personally identifiable)**

We share aggregated demographic information with our partners and advertisers. We use third parties ([www.spylog.com](http://www.spylog.com), [www.extreme-dm.com](http://www.extreme-dm.com)) to track and log user activity on the site. These parties can track and provide us with demographic information. This information is not linked to any personally identifiable information.

**Third Party Advertisers**

TheDollPalace.com shares Web site usage information about users with Linkshare Network for the purpose of targeting our Internet banner advertisements on this site and other sites. For example, Linkshare Network uses cookies and clear GIFs on this site, which allow them to recognize a user's cookie when a user visits this site. The information they collect and share through this technology is not personally identifiable. For more information about our third-party advertiser or for choices about not having this anonymous information used please click [here](#).

**These are the instances in which we will share users' personal information:**

We DO NOT Share Personal Information with Third Parties

**Third Party Intermediaries**

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes. For more information about our third-party intermediaries please click [here](#)

**Business Transitions**

In the event TheDollPalace.com goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via email and prominent notice on our Web site for 30 days prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information will be used in a manner different from that stated at the time of collection they will be given choice consistent with our notification of changes section.

**Choice/Opt-out**

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for information.

Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications by replying to unsubscribe in the subject line in the email. We also offer an opt-out mechanism in the Personal Preferences Section after user logged in.

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether or not they should proceed with services that require an

outside party.

### Links

This Web site contains links to other sites. Please be aware that we, TheDollPalace.com, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

### Surveys & Contests

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

### Pass-It-On

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. TheDollPalace.com will automatically send the friend a one-time email inviting them to visit the site. TheDollPalace.com does not store this information.

### Security

This Web site takes every precaution to protect our users' information. We do everything in our power to protect user information. All of our users' information, not just the sensitive information, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to regain access to user information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Every quarter, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our users' information is protected. Finally, the servers that store personally identifiable information are in a secure environment, in a locked facility. If users have any questions about the security at our Web site, users can contact us using following URL <http://www.thedollpalace.com/helpdesk/>

### Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can be done at the [Personal Preferences](#) section.

### Notification of Changes

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Web site notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

### Contact Information

If users have any questions or suggestions regarding our privacy policy, please contact us at:

Web site URL: <http://www.thedollpalace.com/helpdesk/>

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