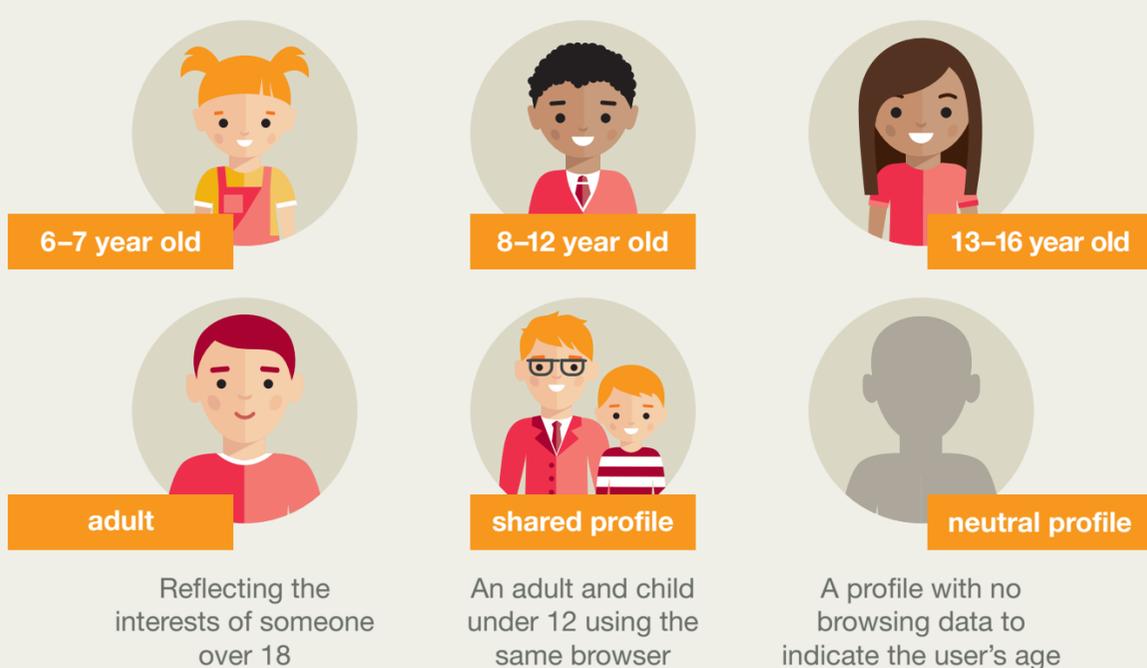


Protecting Children Online

The ASA used **6 Avatars** representing the online profiles of...



to visit mixed-age online media...



over the course of **21** days...

to monitor how dynamic ads for alcohol, gambling and food or drinks high in fat, salt or sugar



are served to adult and child audiences



As a result of the findings the ASA is calling on advertisers to **make better use of targeting tools to appropriately limit the number of ads for age-restricted products being served to children in mixed-age media.**