

R152. Commerce, Consumer Protection.

R152-1a. Internet Content Provider Ratings Methods Rule.

R152-1a-1. Purpose.

The purpose of this rule is to establish acceptable rating methods to be implemented by a content provider in accordance with Subsection 76-10-1233(1).

R152-1a-2. Authority.

This rule is promulgated in accordance with Section 76-10-1234.

R152-1a-3. Definitions.

(1) "HTML" means Hypertext Markup Language, the authoring language used to create documents on the Internet, which defines the structure and layout of an Internet document.

(2) "URL" means an Internet address, usually consisting of at least an access protocol and a domain name.

R152-1a-4. Acceptable Rating Methods.

(1) A content provider's rating method is acceptable when:

(a) the content provider rates material harmful to minors with one of the following labels:

(i) "XXX" in capital letters;

(ii) "xxx" in lower case letters; or

(iii) "-NFM-" which consists of the letters NFM in capital letters, immediately preceded and followed by a single hyphen, en dash, or em dash; and

(b) the label described in Subsections R152-1a-4(1)(a)(i) through (iii) is placed in at least one of the following locations:

(i) if the material harmful to minors is contained in an Internet website:

(A) within the website's URL; or

(B) within the first 300 characters of the website's HTML;

(ii) if the material harmful to minors is contained in an email message:

(A) in the email message's first 300 characters;

(B) in the email message's subject line;

(C) in the email message's return address; or

(D) in any descriptive header in the email message; or

(iii) if the material harmful to minors is contained in a chat room message or any other instant message:

(A) within the chat room message or instant message's first 300 characters; or

(B) within the personal identification of the chat room message or other instant message's sender.

KEY: Internet ratings, consumer protection

Date of Last Change: December 29, 2021

Notice of Continuation: March 24, 2021

Authorizing, and Implemented or Interpreted Law: 76-10-1234; 76-10-1233(1)