

Congress of the United States
Washington, DC 20515

September 28, 2017

Margaret H. Georgiadis, CEO
Mattel, Inc.
333 Continental Boulevard
El Segundo, CA 90245-5012

Dear Ms. Georgiadis:

We write to learn more about Mattel's new "Aristotle" device, which we understand your nabi brand will soon make commercially available. According to recent reports and Mattel's promotional materials, Aristotle is a Wi-Fi enabled talking device with audio and visual monitoring that is expected to be located in a child's bedroom from birth until adolescence. Aristotle appears capable of recording and transmitting personal and sensitive information about a child's development back to Mattel. This new product has the potential to raise serious privacy concerns as Mattel can build an in-depth profile of children and their family. It appears that never before has a device had the capability to so intimately look into the life of a child.

Aristotle, the first all-in-one, voice controlled smart baby monitor,¹ will perform specialized functions such as tracking feeding and sleeping patterns, as well as soothing a crying baby. Later in the child's life, through the use of artificial intelligence, Aristotle will be able to assist with homework, reinforce good manners, and even give foreign language lessons.

We welcome the innovative and responsible use of artificial intelligence and speech recognition, but we believe consumers should know how this product will work, and what measures Mattel will take to protect families' privacy and secure their data. We ask Mattel to provide written responses to the following questions:

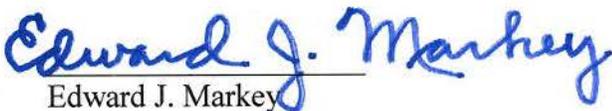
1. Will Aristotle take photos, record video footage, or use facial recognition software? If yes, please explain how.
2. When children speak within range of the device, will the audio be recorded and saved? Will the files be converted into text and stored on Mattel's servers? Please include information regarding default settings on storing and securing any data transmitted from devices to servers.
3. Will Aristotle always be "on," meaning the device will collect information regardless of whether the child directly engages with it? If yes, please explain how Mattel will store and protect that information. Will consumers have the ability to delete that information?

¹ Cox, Kate. "Privacy Advocates Raise Concerns About Mattel's Always-On 'Aristotle' Baby Monitor." Consumerist, 10 May 2017, consumerist.com/2017/05/10/privacy-advocates-raise-concerns-about-mattels-always-on-aristotle-baby-monitor/.

4. Will collected information, including but not limited to audio files, photos, and videos be transmitted to Mattel's servers? If yes, please explain how. If yes, for what purposes will the information be used, including but not limited to advertising or marketing products? What controls does the consumer have to say no to these services?
5. Will Mattel delete personally identifiable information the company collects? If yes, in what timeframe? If no, why not?
6. What data security measures will be implemented? Will all data collected by Aristotle be encrypted?
7. Does Mattel plan to share or sell information to third parties? If yes, please name all the entities that will have access to this information.
8. How will Mattel ensure that Aristotle, and third parties receiving information collected from children, comply with the Children's Online Privacy Protection Act (COPPA)?
9. Will Aristotle have its own privacy policy, or will it be covered by the general policy of Mattel? Will the privacy policy be made available to parents? If yes, how? If no, why not?
10. Will Mattel obtain parental consent for the collection and use of information from children, including audio recordings, video recordings, and photos? If yes, how? If no, why not? How often will Mattel seek renewed consent from parents for the continued collection and use of information about children?

Please provide a response no later than October 18, 2017. Thank you for your attention to this important matter.

Sincerely,



Edward J. Markey
United States Senator



Joe Barton
Member of Congress