## **PRIVO-Cert™ -** Consulting and Certification Services

## Don't let COPPA constrain you. Break out into a bigger market!





PRIVO is a FTC-approved Safe Harbor that works with companies to ensure their existing or proposed online properties are compliant with COPPA's regulations, helping them maintain a successful business model that safely engages with kids and their families.

COPPA is difficult to understand, making online properties adhere to strict rules on how to handle registering youth, information that can be collected, advertising practices, social/sharing features allowed, obtaining the proper level of parental consent, specific details needed in a privacy policy and more. Online properties not compliant are putting their brand reputation at risk and being fined by the FTC.

**CHALLENGE** 

**SOLUTION** 

**KEY BENEFITS** 

PRIVO simplifies COPPA and can act as your fractional Chief Privacy Officer. PRIVO provides each client individualized attention providing a customized package of services. The posting of the PRIVO Privacy Certified seal signals to consumers, partners, advertisers and the government that the online property meets or exceeds the basic COPPA guidelines.

- ✓ Work with an expert team with extensive COPPA experience
- ✓ Guidance on the technical and business requirements of COPPA
- Evaluation of the child's experience to access community and social networking features
- ✓ Review and/or creation of privacy policies
- Review third-party, advertising, and partner policies and practices
- ✓ Provide support and monitoring throughout the year
- ✓ Provide dispute resolution
- ✓ Listing in the PRIVO iD Network seen by millions!



