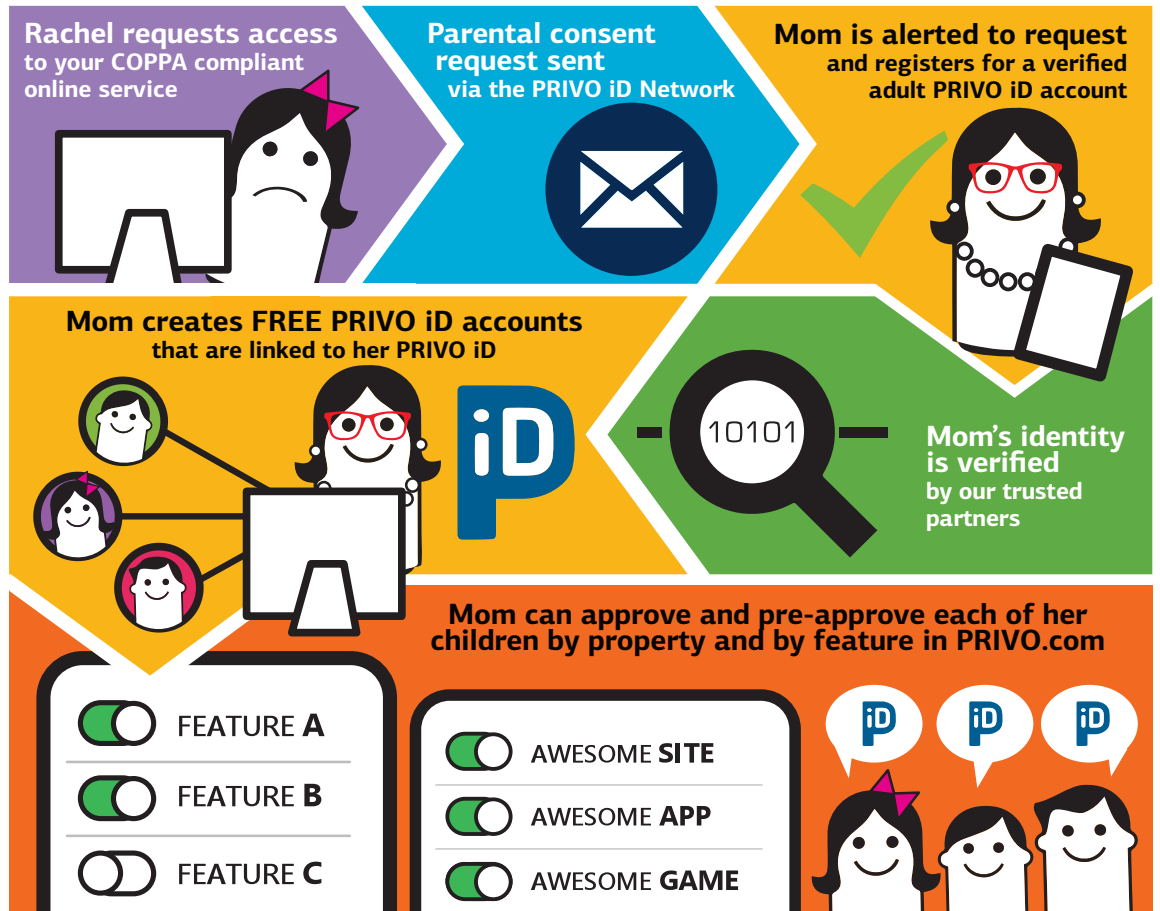


We jiu-jitsu COPPA for you to drive conversion rates

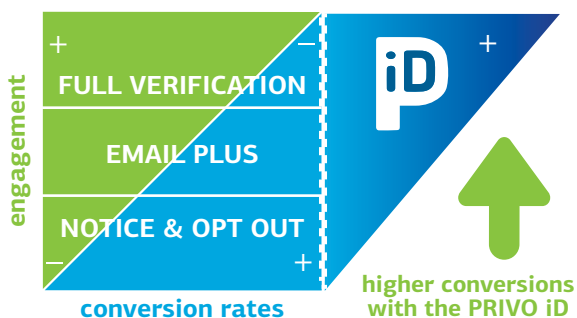
Don't let COPPA constrain your business model by leaving kids under 13 out. Kids are the driving force behind the apps economy and influence billions of dollars in spending every year. With PRIVO's robust registration and consent services, online properties can easily, safely and legally engage with kids (and their parents) for entering contests, fan clubs, uploading video and images, receiving custom newsletters, age-appropriate advertising, push notifications, turning on community features and much more.

How it works



What was one potential sign-up became three definite sign-ups!

COPPA Sliding Scale



Parental Consent, Engagement & Conversion rates

Full engagement with kids under 13 requires a higher level of parental verification, and conversions can drop to 1 out of 10. PRIVO-Lock is the right tool, making parental verification easy, convenient and scalable, reducing the negative impact on your conversion rate.

PRIVO-Lock Benefits and Features

- ✓ Makes it easy for you to **obtain verifiable parental consent** so that you can engage with minors
- ✓ PRIVO's family portal provides **increased visibility and brand awareness**
- ✓ **Pre-built registration and consent components** simplify development and lowers operating costs
- ✓ **Single sign-on (SSO) service** that works with any online property in the PRIVO network
- ✓ **Reliably deliver messages to the parent** and manage bounce backs
- ✓ Offers **multiple methods to obtain consent** (SSN-4, credit card, print form, government ID, etc.)
- ✓ Provides a **sliding scale for adult verification** which avoids asking for information unnecessarily
- ✓ **Secure and auditable**
- ✓ **Detailed reporting tools** track account creation and usage
- ✓ **White-label parent dashboard** and account management functionality

Technical Integration

PRIVO offers a robust, hosted Platform as a Service (PaaS) model that is built for easy integration and low maintenance using open standard technologies such as OAuth, OpenID Connect, and SAML. These are available to partners as pre-built web components that can be branded to match the partner site. All PRIVO features are exposed via APIs.

Buy or Build?

*"Why PRIVO-Lock?
Can't we build it better,
faster and cheaper?"*

**Not really! We've
already figured
out the things you
don't know.**

We are experts in youth registration and parental consent. Let us do the heavy lifting for you while you focus on your business goals. We've been in the market for 10 + yrs and have gone through the implementation cycle integrating the moving parts required under COPPA.

Once a parent goes through the PRIVO-Lock process, you can launch new services and features without having to drive the parent and kid through the registration process time after time. We make it easy. That's our job!

SIGN UP TODAY!
www.privo.com