

PRIVO®

# Minors Trust Framework

## What it is and How it works



The Minors Trust Framework (MTF) is an online identity trust model, developed in conjunction with the National Strategy for Trusted Identities in Cyberspace, a White House initiative aimed at finding a better way to protect consumers' online identity by utilizing secure, efficient, easy-to-use and interoperable identity credentials to access online services in a manner that promotes confidence, privacy, choice and innovation. The MTF's complete set of technical, operational, and legal policies enable MTF members to identify and sign up kids and their parents in a fast, safe and privacy enhancing manner.

### CHALLENGE

Today, under COPPA, parents have to separately verify their identity/parental status in order to answer each consent request they get from online services that their kids want access to, or wish to engage with. Because of this, fewer than 1-in-10 consent requests are acted upon, which frustrates online service providers. The real problem arises, however, when children subvert the process by lying about their age in order to access services. This reinforces the harmful notion that lying is an acceptable practice.

### SOLUTION

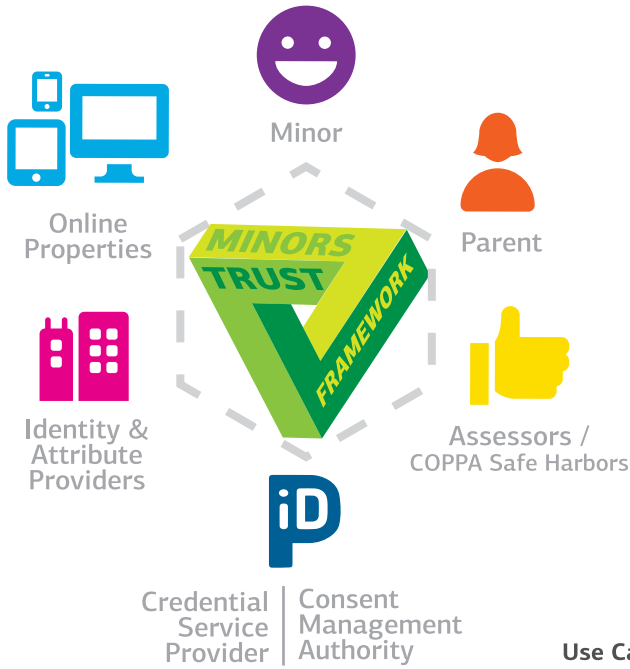
Operating under the policies set and enforced by the MTF, PRIVO created the PRIVO iD, an online federated credential for parents and children that can be used by approved online service providers – known as Relying Parties – who agree to comply with the high standards of privacy and security. The process is both free and simple to use: parents will have their identity verified once, and then through PRIVO be able to pre-consent their kids' access to MTF-approved online services.

### KEY BENEFITS

The creation of the MTF and the MTF-compliant PRIVO iD benefits not only online sites, apps and services directed to children and families, but the entire online identity ecosystem:

- ✓ *General audience online properties* benefit in that they have greater opportunity to engage with children in an age appropriate manner rather than reflexively barring their participation due to COPPA.
- ✓ *Age restricted service providers* can avoid interacting with minors.
- ✓ *Other compatible trust frameworks* can offload ID verification of minors to MTF-approved operators, as well as accept the MTF credentials, allowing children to enter the larger Identity Ecosystem when age appropriate.

## Framework Participants



### The MTF Encompasses:

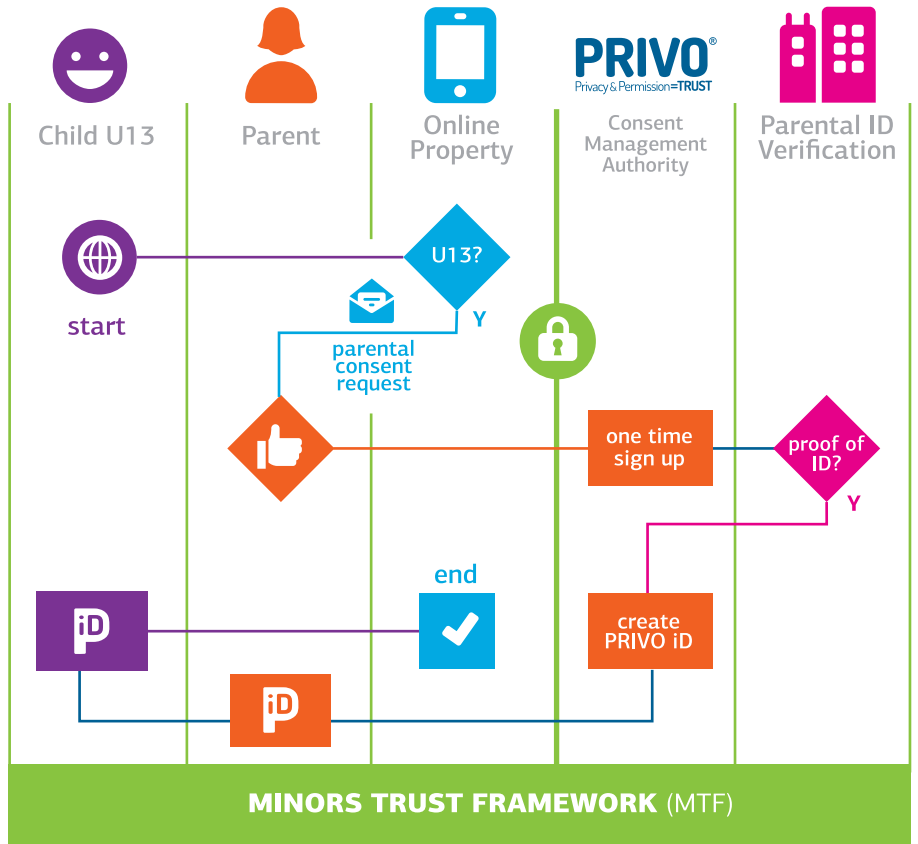
- Relying Party assessment, audit, and certification guidelines
- Identity Provider certification at multiple levels of assurance
- Interoperable policies, protocols and reference implementation allowing identity verification services, attribute providers, and credentialing authorities to engage with MTF Network members
- Oversight by PRIVO, one of the most trusted FTC COPPA Safe Harbors

### The Bottom Line

The greatest beneficiary of the MTF will be kids. Today they are not just being forced to lie about their age, they're being excluded from, and marginalized in, online activities of all sorts. The MTF is a call out to industry to open its doors to legitimate interaction with kids in a way that provides direction and protection for all participants.

**Become a Participant**  
[www.PRIVO.com](http://www.PRIVO.com)

### Use Case



by policy makers: NSTIC / PRIVO / FTC COPPA / EUROPEAN COMMISSION

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