



The Child Privacy Protection Challenge for Providers

Providers realize there is a rich market of 130,000 schools and more than 55 million K-12 students they can serve with educational online services, programs and apps. Increasingly, these young consumers are voracious users of commercial products as well. Of those students, 30 million are kids under the age of 13 and they have special privacy protections under CIPA, FERPA and COPPA which limit collection and use of personal information.

ISAFE Direct Services Simplify Compliance

ISAFE provides identity management and permissions services which enable providers to meet critical regulatory requirements protecting children's privacy, simply. These services:



Integrate with
Provider Products



Bind Children to
Accountable Adults



Achieve Verified
Parental Consent



Enable Positive
Customer Experience



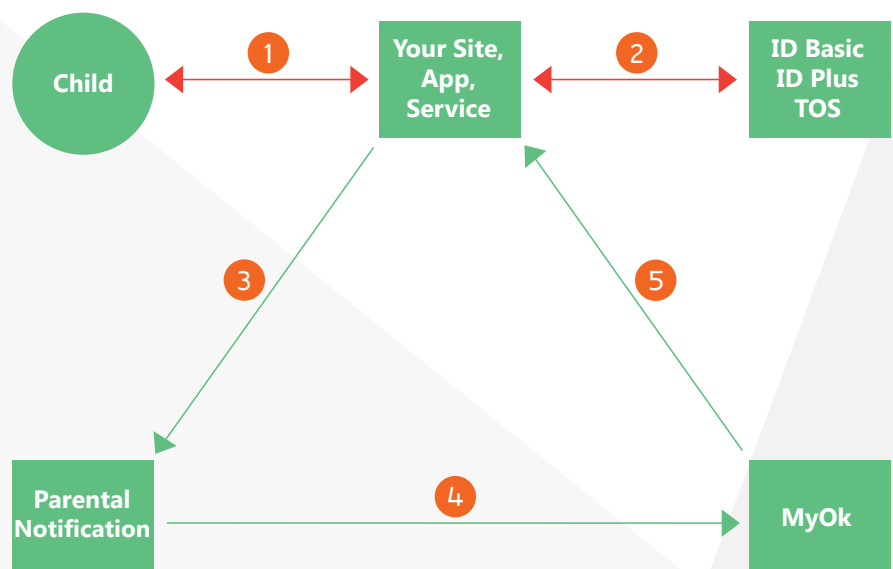
Scale on Demand

Benefit to Providers

- ▶ Enlarge the addressable market for company products, responsibly.
- ▶ Increase options for product development and user benefits.
- ▶ Increase customer affinity by embracing children's privacy as critical design feature.
- ▶ Separate product from competitive options.

The ISAFE Direct Identity & Trust Framework

1. Child contacts site/service/app and provider identifies them as under 13 years of age.
2. ISAFE Direct products use non-personal data to bind child to responsible adult through COPPA database & LexisNexis.
3. Adult notified & directed to ISAFE Direct - My Ok.
4. My Ok verifies parents identity, allows secure review of request and digital approval.
5. Provider product notified, and takes appropriate action with child.





ISAFE Direct Services

- Designed for ease of use, by providers and consumers.
- Built to high standards for scale, security, integration.
- Focused on positive customer experience, regulatory compliance.

Visit www.isafeventures.com for details.

ISAFE is a hybrid organization (non-profit and for-profit LLC) providing cloud-based services for identity management, and e-Safety instructional programming, to educational and commercial organizations. **For more information, visit** www.isafeventures.com