AssertID, Inc. Teams with TRUSTe to Offer a COPPA-compliant Verifiable Parental Consent (VPC) service in the cloud.

Technology innovator has teamed with an Established Leader in Online Data Privacy Management to promote the protection of children's online privacy by streamlining compliance with the Children's Online Privacy Protection Act (COPPA).

San Francisco, Calif. (PRWEB) 19 June, 2014 – AssertID, Inc. (AssertID), a software technology innovator specializing in web-based privacy and identity-verification solutions, has teamed with TRUSTe, a leading Data Privacy Management company and FTC approved COPPA Safe Harbor, to deliver a first-of-its-kind fully automated verifiable parental consent (VPC) service in the cloud.

The Children's Online Privacy Protection Act (COPPA) is a US federal law first enacted in 1998 and recently amended in 2013. To be compliant with COPPA, website operators and mobile-app publishers targeting children under age 13 must obtain a parents' "verifiable consent" before collecting personal information from their children. Until now, this VPC requirement has been a significant barrier to COPPA compliance, because the process was costly to implement and administer, and cumbersome for parents to use. AssertID's new ConsentID™ service is designed to help promote compliance with COPPA by automating and simplifying this VPC process.

The ConsentID™ service aims to dramatically improve the efficacy and lower the cost of VPC compliance for operators, while providing a superior user-experience for parents in an effort to turn COPPA compliance from a costly administrative burden into a competitive advantage.

"Federal regulations aside, parents are justifiably concerned about protecting their children's privacy online. Those operators who demonstrate transparency in their data usage practices and a willingness to inform and empower parents will be the winners in the long run." said Keith Dennis, CEO of AssertID, Inc. "These are the practices we hope to promote with ConsentID™."

For Parents:

The ConsentID™ Parent Portal is accessible from any device including mobile phones and tablets, and provides all the tools a parent needs to quickly and easily understand an operator's information usage practices and respond to consent requests. ConsentID's graphical UI breaks down policy jargon into recognizable icons and guides the parent through the response process. The portal is designed to empower the parent to manage the full life-cycle of consent-

requests including the ability to revoke prior approvals and to respond to notifications for changes in policies.

For Operators:

The ConsentID™ Operator Portal and the ConsentID™ API allow operators and mobile-app developers to easily integrate the VPC service into their onboarding process. There is nothing to install – the entire VPC process can be automated through the API and managed through the operator portal. In addition, the portal provides access to detailed reports designed to assist the operator in understanding and optimizing their onboarding process.

And finally, ConsentID's "success-based" pricing model provides operators with unmatched simplicity and clarity regarding their cost of VPC compliance. Operators only pay when consent is granted by the parent – they never pay for requests, denials or non-responses.

AssertID's alliance with TRUSTe

Kevin Trilli VP Product at TRUSTe said: "The TRUSTe Data Privacy Management Platform provides businesses with complete lifecycle solutions for compliance. By adding VPC to our COPPA solutions we can give customers actionable choices to complete their COPPA compliance plans.

AssertID has designed ConsentID™ to be simple to implement and offer efficacy and value to the operator. This makes the solution a good complement to TRUSTe's COPPA Safe Harbor services for customers that want to use a third party VPC solution for their websites and mobile applications."

AssertID's cloud-based VPC service offers Operators a low-cost COPPA compliance solution that is simple to implement, while providing parents with a single, simple interface where they can manage all of their children's online privacy for all participating website and applications.

The ConsentID™ service is available immediately. Please visit the AssertID website for details on how to register and begin using the service.

About AssertID, Inc.

AssertID is a software technology company specializing in online privacy and identity-verification solutions. AssertID's services are designed to promote trust and civility in online interactions. Our ConsentID™ service is the first-of-its kind COPPA-compliant Verifiable Parental Consent (VPC) service in the cloud.

For more information, visit www.assertid.com.

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