



ENTERTAINMENT SOFTWARE RATING BOARD

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ESRB Privacy Certified Helps First Mobile Chat Platform for Kids be COPPA Compliant

Jet.me is the first social messaging service for children under the age of 13

NEW YORK, Dec. 7, 2016 – [ESRB Privacy Certified](#), the industry-leading full-service online and mobile privacy program, has partnered with Jet.me, the first mobile chat platform for children under 13 years old, helping to ensure this new service is compliant with the Children Online Privacy Protection Act (COPPA).

[Jet.me](#), which launched on September 28th, is the first chat platform designed specifically for children under the age of 13 -- giving today's mobile native a safe way to connect with friends. Jet.me, with counsel from ESRB Privacy Certified, ensures that children who engage with the app are safe and that their personal information remains private and protected.

“ESRB Privacy Certified was one of the first privacy seal providers to be approved as a COPPA Safe Harbor by the Federal Trade Commission (FTC) and an ideal partner to ensure Jet’s unique privacy concerns were lock-safe for children and families,” said Jenny Mirken, CEO, Jet.me.

“ESRB Privacy Certified has been at the forefront of COPPA compliance as an important and steadfast proponent in helping brands create a safe environment for kids to engage online,” said Dona Fraser, vice president, ESRB Privacy Certified. “Jet’s new mobile chat platform ensures that today’s mobile native can have a rich digital experience while safeguarding every child’s privacy, allowing a parent to be actively involved and protecting children from strangers.”

In working with Jet, ESRB Privacy Certified leveraged a “Privacy by Design” approach, allowing for:

- An ad-free environment across all of Jet’s platforms
- Default privacy settings that are easy for all consumers to understand
- Technology features that provide a safe place to chat and ensures all personal information is private and protected
- The Jet Parent companion app, which allows for convenient parental verification as well as the ability to set preferences, approve friend requests and manage multiple children from one app

The result is a groundbreaking, COPPA-compliant messaging application open to children under 13, coupled with a pioneering parental consent solution to ensure that the proper approvals are collected.

[Jet.me](#) and [Jet Parent](#) are both available to download in the App Store.

About ESRB Privacy Certified

ESRB Privacy Certified, an authorized Safe Harbor provider under the [Children's Online Privacy Protection Act \(COPPA\)](#), helps companies comply with the complex online and mobile privacy protection laws in the United States and beyond. ESRB Privacy Certified protects consumer privacy and is consistent with ESRB's mission to help interactive entertainment companies conduct business responsibly while

assuring consumers, especially parents, that their personal data is collected and managed responsibly. ESRB Privacy Certified supports over 2,000 member websites and apps. For more information, visit esrb.org/privacy or follow us on Twitter [@ESRBPrivacy](https://twitter.com/ESRBPrivacy).

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