



FOR IMMEDIATE RELEASE
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VERATAD TECHNOLOGIES, LLC AND THE ENTERTAINMENT SOFTWARE RATING BOARD FORM STRATEGIC PARTNERSHIP

Team Up to Offer Proven Online Identity Verification Solutions and Unparalleled Privacy Compliance Services

TEANECK, NJ and NEW YORK, NY –Veratad Technologies, LLC, (www.veratad.com) a world class provider of Virtual Identity Verification and Compliance Solutions and the Entertainment Software Rating Board, (www.esrb.org) the non-profit, self-regulatory body for the computer and video game industry, have formed a strategic partnership that offers Veratad's online verification solutions in conjunction with the privacy seal and certification services of the ESRB Privacy Online program. Through this new partnership Veratad and ESRB will offer a comprehensive approach to online privacy compliance, fraud prevention and identity management with special discounted pricing for Veratad's services offered to ESRB Privacy Online program members.

Both ESRB Privacy Online and Veratad offer comprehensive services addressing both online and mobile environments. The ESRB Privacy Online program helps its members comply with the growing complexity of privacy protection laws while striving to make its members' businesses secure and reliable places for consumers to share information and conduct business. Established in 1999, ESRB Privacy Online was among the first privacy seal programs certified by the Federal Trade Commission (FTC) as an authorized "Safe Harbor" under the Children's Online Privacy Protection Act ("COPPA"), an endorsement that helps shield members from potential sanctions and fines. It remains one of only five entities with this valuable designation, delivering privacy compliance services for websites and mobile apps that collect information from users in the United States and Europe.

"Companies increasingly realize that they not only have a duty to manage their users' personal information but that doing so is essential to maintaining their users' trust and willingness to do business online," said Dona Fraser, Vice President for ESRB Privacy Online. "We work with our members to administer practices that protect users' privacy, and we pride ourselves on the thoroughness of our service as well as its spotless track record. Veratad's offerings are aligned with the need to manage online activity effectively and securely and they represent a significant value-add for our members. We are extremely excited to be partnering with Veratad and offering discounted access to the services of a bona fide leader in this space."

Veratad's verification solutions are designed to verify an individual's identity and/or age in real time while protecting sensitive personal data and promoting a high level of consumer privacy. Some of the world's most well-known corporations use Veratad solutions to reduce the risk of fraud, comply with financial regulatory requirements, provide a safer online experience and function with an enhanced sense of responsibility.



“Veratad has long partnered with social networks, advertisers, financial institutions and ecommerce businesses to help them comply with age and identity regulatory requirements,” said John Ahrens, Veratad’s Managing Director. “We are very excited to have been selected by ESRB and we see this as an excellent opportunity to assist their members with streamlining their age and identity verification process for parental consent and online account originations as well as ongoing identity management for online access.”

To keep up with technological advances, the FTC will soon introduce modifications to COPPA requirements. These significant changes are expected to address everything from the type of websites that are subject to COPPA’s requirements, to what comprises an individual’s “personal information.” ESRB Privacy Online is in the ideal position to help companies understand the new rules and requirements and maintain compliance with them, while Veratad offers reliable methods for verifying user age and authenticating their identity, in real time, without retaining or compromising their personal information. These services, employed in tandem, represent a best-in-class approach to protecting user privacy and securely and responsibly conducting business online.

About Veratad

Veratad Technologies, LLC (www.veratad.com) is a provider of both online/real-time and batch Identity Verification and Knowledge Based Authentication Solutions for those who conduct business on the Internet or any business that needs to verify an individual's age or identity. Its verification solutions are designed to verify an individual’s identity and/or age while protecting sensitive personal data and promoting a high level of consumer privacy. Veratad is trusted by companies large and small to provide verifications of age and identity. Its customers include some of the world's most well known corporations who use Veratad solutions to reduce the risk of fraud, comply with financial regulatory requirements, provide a safer online experience and act with a greater sense of social responsibility.

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About ESRB and ESRB Privacy Online

The Entertainment Software Rating Board (ESRB) is a non-profit, self-regulatory body that assigns age and content ratings for video games and apps so parents can make informed choices. As part of its regulatory role for the video game industry the ESRB also enforces industry-adopted advertising guidelines and helps ensure responsible online privacy practices under its Privacy Online program. ESRB was established in 1994 by the Entertainment Software Association (ESA).

The ESRB Privacy Online program is an FTC-sanctioned COPPA “Safe Harbor” that advises its members on a variety of issues related to user privacy for websites and mobile apps. Privacy Online certifies compliance with applicable privacy regulations including COPPA in the United States and the E.U. Data Privacy Directive in Europe to ensure companies are responsibly protecting the privacy of its users’ personal information.

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