



ESRB Privacy Certified And SafeDK Announce Member Partnership

SafeDK's tools will help Privacy Certified members manage third-party SDKs in their mobile apps.

NEW YORK, August 1, 2018 – [ESRB Privacy Certified](#) (EPC), the industry-leading online and mobile privacy compliance and certification program, and [SafeDK](#), a preeminent end-to-end SDKs management platform which enables app publishers to analyze, monitor, and optimize the behavior of SDKs in their apps, have announced a partnership enabling EPC member companies to use SafeDK's management platform at a discounted rate.

SafeDK's platform will provide EPC members with the ability to increase their control and visibility of third-party SDKs. Specifically, app publishers can oversee performance and switch off problematic SDKs, oversee and control SDKs' access permissions, and obtain visibility into the exact ads running on their apps – all in real time.

"As a leading privacy compliance and certification company and an FTC-approved COPPA Safe Harbor program, ESRB Privacy Certified is always searching for and vetting third-party tools that can benefit our members," said John Falzone, vice president, ESRB Privacy Certified. "SafeDK's platform is a clear value-add for our members."

"Partnering with ESRB Privacy Certified allows us to broaden the reach of our platform to help safeguard apps worldwide," said Orly Shoavi, Co-founder, CEO, SafeDK. "We are happy to have the opportunity to help more publishers with ad content transparency and privacy assurance, providing them the confidence they need when using 3rd party SDKs. We look forward to a fruitful partnership."

Founded in September 2014 by Orly Shoavi and Ronnie Sternberg, SafeDK's solution has already safeguarded more than 150 million overall global monthly active users (MAU) in the apps that are supported by its tools. Its platform is used by some of the world's top app publishers, including Zynga, Playrix, Gram Games, Wooga, TabTale, and EPC member company Budge Studios.

"Providing a safe and secure digital environment for our users has always been a top priority," said Ana Gray Richardson-Bachand, Senior Legal Counsel, Budge Studios. "Our partnerships with both ESRB Privacy Certified and SafeDK provide Budge with the level of security we are looking for."

About ESRB Privacy Certified

ESRB Privacy Certified is a leading privacy compliance and certification company and FTC-authorized Safe Harbor provider under the [Children's Online Privacy Protection Act \(COPPA\)](#). ESRB Privacy Certified's core mission is to help companies adopt lawful and transparent privacy practices to safeguard the integrity of their brands by ensuring that customer data is collected and managed responsibly. For more information, visit esrb.org/privacy or follow us on Twitter [@ESRBPrivacy](#).

About SafeDK

[SafeDK](#) is a leading end-to-end SDKs management platform which enables top app publishers such as Zynga, Playrix, Gram Games, Wooga, TabTale and many others to analyze, monitor and optimize the

behavior of SDKs - in their apps. Mobile apps commonly incorporate 3rd party SDKs, which are seen as black boxes by the app owners integrating them. With SafeDK, app owners can oversee performance, ad visibility, privacy and GDPR compliance, switch off problematic SDKs in real time, and control SDKs' access permissions. SafeDK was founded in September 2014 by Orly Shoavi and Ronnie Sternberg, and has offices in Israel and New York. SafeDK has recently reached 150 million global monthly active users (MAU) overall in the apps that are safeguarded by SafeDK's solution. For more information visit www.safedk.com.

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