



ENTERTAINMENT SOFTWARE RATING BOARD

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FOR IMMEDIATE RELEASE

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John M. Falzone III Joins ESRB as Vice President, Privacy Certified

NEW YORK, Nov. 6, 2017 – The Entertainment Software Rating Board (ESRB) today announced that John M. Falzone III has joined the organization as Vice President, ESRB Privacy Certified, a leading online and mobile privacy compliance program. Established in 1999, the ESRB Privacy Certified program was one of the first of its kind to be sanctioned by the Federal Trade Commission as an authorized Safe Harbor under the Children's Online Privacy Protection Act (COPPA), an endorsement that helps shield its members from potential sanctions and fines.

John comes to the ESRB most recently from the New Jersey Attorney General's office where he served as Assistant Attorney General for Affirmative Civil Enforcement. He managed enforcement of state and federal privacy laws, including COPPA, the New Jersey Identity Theft Protection Act and HIPPA/HITECH. In that capacity he worked closely with federal and other state regulators on joint investigatory and enforcement initiatives. John is a Certified Information Privacy Professional/United States by IAPP.

"Protecting customer data and implementing best practices to comply with the growing myriad of privacy laws in the U.S. and abroad are a necessity for all businesses today, and have always been a priority for the Privacy Certified program and its members," said ESRB President Patricia Vance."

"We're thrilled to have John onboard as a key member of our leadership team, especially considering the heightened regulatory scrutiny of privacy practices we're seeing today and the complexity of compliance issues arising from new regulations and a wave of internet connected devices coming to market," Vance continued. "His expertise will be invaluable to our members in helping them maintain privacy-compliant practices while assuring their customers that their personal data, and that of their children, is collected and managed appropriately."

Prior to his work in the Attorney General's office, he spent more than twelve years practicing law at Parker Ibrahim & Berg LLC and Latham & Watkins LLP. He received his law degree from Seton Hall University School of Law and his Bachelor of Arts from Villanova University.

About ESRB

The ESRB is a non-profit, self-regulatory body that independently assigns age and content ratings for video games and mobile apps so parents can make informed choices. It also enforces

advertising guidelines adopted by the video game industry and helps companies implement responsible online, mobile and internet connected device privacy practices under its Privacy Certified program. Visit www.esrb.org for more information.

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, apps and internet connected devices. For more information, visit esrb.org/privacy.

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