Dear [Company Name] Team

Today we are launching a new partnership in support of your family’s digital health and wellness.

We know that many of you are parents of young children, tweens, and teens.

And it’s no secret that supporting *their* digital lives is likely more complex than managing your own.

Especially given the implications of the pandemic (starts and stops) on their routines with school, friends, family, and entertainment. And the proliferation of their devices and the number of apps and services with which they engage.

We are joining forces with PRIVO, an organization with twenty years of history in protecting minors’ privacy and safety online. PRIVO is authorized as a COPPA Safe Harbor by the Federal Trade Commission, which means they are authorized to certify companies and brands as compliant with minors’ online privacy laws. They also work globally to assure compliance with minors’ privacy laws in countries around the world.

PRIVO has recently launched a new service for families, called PRIVO PROTECT. By agreeing to become a PRIVACY PATRON, [Insert Company Name], PRIVO is providing direct access to enroll any interested parents in their free registry service, to help protect your children, their data, and their devices. The enrollment process takes about 5 minutes per child, slightly less for additional children. The result will be an association between the digital devices used by your child and his or her birth date, effectively “telling the device” that it is being used by a child of a particular age. By authorizing PRIVO to put companies on notice that this device is enrolled in the registry, your child’s protection will be streamlined by preventing access to services for which the child is under the minimum age required for entry. In addition, if your child visits a site where their current age is acceptable, the provider will be required to manage their interaction with your child in compliance with applicable laws. At times, this may mean notifying you of the interaction, or requesting your consent.

One of the things we like best about the PRIVO resources is that there is a common them of transparency between you and your child. The services do not promote or involve surveillance and there are numerous opportunities to help you talk with your kids about digital privacy and safety, to help them build necessary skills.

By following this link, <https://www.privoprotect.com>, you may learn more about PRIVO PROTECT services and explore their curated Tech Safety Directory, a collection of PRIVO approved resources to help you better protect your family online.

Stay tuned for webinars, videos and trainings related to helping keep your family safe online.

Best,

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