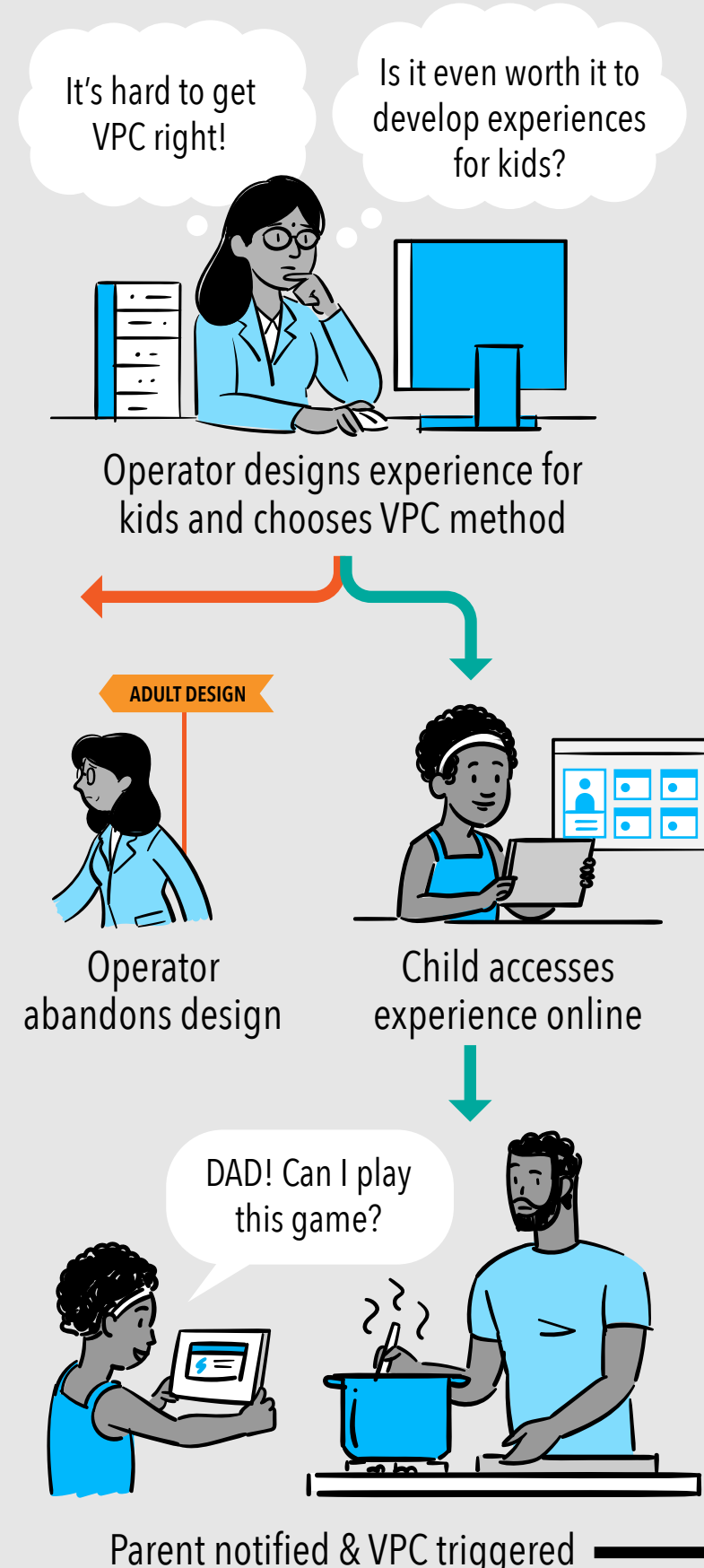


Typical VPC Flow

The goal of VPC is to ensure that parents are aware of and consent to how their child's personal information is being collected online. Before collection, an operator must document consent and be assured that the person providing consent is actually the child's parent or caregiver. Operators aren't required to implement a particular VPC method for collecting consent, however the FTC does enumerate several approved methods. Let's take a look at the FTC-approved methods and associated challenges:



The State of Play: Are Current VPC Methods Fit for Purpose?

In 1998, Congress enacted the Children's Online Privacy Protection Act (COPPA) in an effort to keep kids safe online. Among other things, COPPA requires operators of websites, games, and mobile applications to obtain Verifiable Parental Consent (VPC) before collecting personal information from children under the age of 13. This infographic provides an overview of the challenges that come hand-in-hand with implementing COPPA's VPC requirement, which unintentionally has fallen short of meeting COPPA's goal of protecting children online.

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