Case Study

COPPA and CCPA compliant Verifiable Parental Consent/Opt Out for Kids Under 13 and Teenagers

WolfQuest is a very popular 3D wildlife simulation video game originally developed by the Minnesota Zoo and game developer company Eduweb,

WolfQuest challenges players to learn about wolf ecology by living the life of a wild wolf in Yellowstone National Park and is a family-friendly, fun game for people of all ages.

Since many of WolfQuest's players were children under the age of 13, in 2015 EduWeb decided to modify the game to comply with the recently upgraded Children's Online Privacy Protection Act, known as COPPA.

EduWeb's Challenges

COPPA Compliance User Acquisition Friction

When Congress beefed up COPPA in 2015, it created new "friction" in the form of verifiable parental consent. Before a child can begin to enjoy the game, the law requires parent disclosure of privacy facts followed by one of six methods of proof of adulthood and finally parental consent

The ConsentCheq service was designed to reduce this friction to an absolute minimum, and in a mobile-friendly way, to streamline onboarding and subsequent privacy management for busy parents. Parents find the simplified privacy notice provided by ConsentCheq to be clear and understandable - building trust that pays off for WolfQuest in retention and referral user gains.

A Growing List of Other New Child Privacy Regs

Although initially concerned with COPPA, in the ensuing years EduWeb has had to consider its exposure to 2018's GDPR in the EU, and 2020's CCPA for residents of California. In 2021, over a dozen other US states will likely pass their own versions of CCPA, creating a patchwork of new actions and requirements for publishers like EduWeb.

> " Since we first found PrivacyCheq and deployed ConsentCheq in late 2015, WolfQuest has continued to grow as our audience has, with the major addition in 2020 of true multiplayer mode.
>
> Over the years, PrivacyCheq has always answered our concerns and feature requests. There are very few operational COPPA compliance choices on the market and we are very happy with our choice of PrivacyCheq. "

**David Schaller,
Producer, EduWeb**

About PrivacyCheq

Since its founding in 2013, PrivacyCheq has been a leader in the regulatory compliance tech industry with innovative cloud-based transparency and consent/opt-out management for global enterprises. The company offers a variety of cloud services facilitating operational compliance with GDPR, CCPA, COPPA, PIPEDA, and LGPD.

Solution

ConsentCheq Streamlines Verifiable Parental Consent and Operational COPPA Compliance

As the only operational privacy compliance service designed for child/parent consent under COPPA, GDPR, CCPA, the ConsentCheq service offered EduWeb a clear and easily integration of compliance into the user flow of WolfQuest.

In addition to facilitating the complex COPPA requirements of initially getting verifiable parental consent, the ConsentCheq service offers a mobile-friendly parental dashboard that allows parents to manage their children's use of WolfQuest whenever they want, a lesser known requirement of COPPA.

As other regulations involving children have come into force, ConsentCheq has been constantly updated to isolate EduWeb from expensive rewrites or special handling.

With the CCPA now requiring children under 16 to give their consent before their private data can be collected, an entirely new age group of 13-15 year olds is handled by the ConsentCheq service.

Since implementing ConsentCheq for its COPPA compliance in 2015, EduWeb as their customers' privacy preferences.

Results

Since installation, over 27,000 parents have verified their identities under COPPA rules and given consent for over 67,000 children to play WolfQuest. The vast majority of parents used the ConsentCheq "easy verification" method.

The service has delivered over 500,000 API responses to WolfQuest.

Since the inception of WolfQuest's very popular multiplayer mode, the ConsentCheq service is being accessed over 9700 times per month.