



Family  
Online Safety  
Institute



**FOR IMMEDIATE RELEASE:**

## **Family Online Safety Institute Welcomes New Member Privo**

*Helping companies comply with online safety laws is key to online safety mission*

**WASHINGTON – September 15, 2008** - The Family Online Safety Institute (FOSI) today announced Privacy Vaults Online, Inc. (Privo) has joined the International, non-profit organization. Through the membership, Privo will contribute to FOSI's committed work to creating a safer Internet for children. Privo is the pre-eminent provider of online youth registration and parental permission management that enables companies to comply with the rules set forth by the Children's Online Privacy Protection Act (COPPA).

"Privo's leading role in establishing youth identity management guidelines will make an important contribution to FOSI's work to make the internet a safer place for families," said Stephen Balkam, CEO of FOSI. "Helping companies comply with federal online safety laws is critical to being effective at protecting young and active online users."

"Joining FOSI will further allow Privo to achieve our mission to make the web safer for kids," said Denise Tayloe, CEO of Privo. "Our PrivoLock™ application suite and COPPA certification program facilitate the protection of children's personal information and empower parents with more control over what information is available about them to their online destinations. With our new membership we will be able to strengthen our commitment to privacy and further explore additional ideas on child protection."

Privo joins a high profile community of FOSI members, including AOL, AT&T, British Telecom, Comcast, France Telecom, Google, Microsoft, Ning, Telefónica, Telmex and Verizon.

### **About the Family Online Safety Institute**

The Family Online Safety Institute (FOSI) works to make the online world safe for kids and their families by identifying and promoting best practices, tools and methods that also respect free speech. FOSI's members include: AOL, AT&T, Blue Coat, BT Retail, Cisco, Comcast, Computing Technology Industry Association, Crisp Thinking, France Telecom/Orange, Google, GSMA, Loopt, Inc., Microsoft, Mpower Media, Rulespace, Telefónica, Telmex, The Wireless Foundation, and Verizon. FOSI hosts an annual international conference to bring together Internet safety advocates from a variety of sectors, including global corporations, government, non-profits, academia and the media, to discuss the current pulse of online safety and emerging solutions that will enhance it. For more information, please visit [www.fosi.org](http://www.fosi.org).

### **About Privo**

Privo is the first and only solutions provider and FTC recognized independent certifier of companies' compliance with the increasingly important Children's Online Privacy Protection Act (COPPA). As the leading third party provider of children's identity protection and parental

permission management software and services delivered using its PrivoLock™ unique solution suite, Privo addresses the need to create safe, secure online communities for youth audiences and enable client companies to initiate and manage responsible relationships with their online consumers., Please visit [www.privo.com](http://www.privo.com) for more information.

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