



# Making compliant parental consent easy so you can build awesome experiences for kids.

**800M** kids will be protected by specific digital privacy laws by 2020

Creating innovative digital experiences for kids should not be difficult. However, building these experiences for kids often requires sensitive or personal data which requires parental consent under COPPA and GDPR-K.

Kids Web Services (KWS) allows you to easily request for parental consent, compliant with data privacy regulations around the world.



## CONSENT ENABLES AWESOME EXPERIENCES

Allow kids to **share photos** or videos in your creative community  
Enable camera access to power a live **augmented reality** game

Camera

Invite kids to join your **loyalty club**  
Derive **insights** from your very own focus group  
Keep kids engaged by sending them the latest **news and updates**

Email address

Build a vibrant **community** powered by moderated content from kids  
Enable kid-safe, compliant **competitions** for awesome prizes

UGC

Allow kids to **find** each other or to connect to your service using GPS  
Use geolocation data to power real-time **AR experiences**

Location

Drive retention and return visits through compliant web and mobile **notifications**

Push notifications



SuperAwesome is the largest kids digital media platform in the world, we reach over 500M+ kids globally on mobile, desktop, video, virtual world and social. Our technology ensures kid-safe advertising, safe-social, influencer marketing, family authentication and COPPA/GDPR-K compliance for hundreds of brands and agencies around the world.



## BENEFITS OF KWS

- + **REMOVE LEGAL COMPLEXITY & COSTS:** Standardized, optimized and best-in-class infrastructure for all of your critical data collection flows. Fully COPPA and GDPR-K compliant.
- + **INDUSTRY-LEADING CONVERSION RATES:** KWS provides the world's largest verified parents network sharing verifications across all of its clusters.
- + **EASY IMPLEMENTATION:** Out-of-the box, easy to integrate APIs.
- + **SCALABILITY:** Capacity to handle millions of concurrent users, automatically scaling services up-and-down based on usage & use cases.
- + **DATA STORAGE:** Distributed globally to adhere to local legislations.

## KEY FEATURES OF KWS



### Registration and Authentication

KWS takes care of authentication and data collection - allowing kids to sign into all your apps using seamless SSO.



### Verifiable Parental Consent

Parents can provide verifiable consent for the collection of their kids' personal data in compliance with COPPA/GDPR-K.



### Branding

Seamlessly integrate KWS into the aesthetics of your app/brand.



### Parent Portal

Parents can manage their kids' accounts, provide verifiable consent and much more; all within one simple dashboard.



### COPPA-Compliant Notifications

Send kid-safe notifications to your users across web and mobile.



### Control Panel

From here you can create, edit and manage your apps and users in one simple dashboard.



### Custom Features

Use your imagination...what can you create? KWS' flexible APIs allow you to hook in custom functions.



### Localization

Supports: English, Spanish, French, Italian, Dutch, German, Portuguese, Japanese, Korean, Russian and Chinese. With more to come...

