Customer Onboarding Tools

THE COPPA COMPLIANCE ECOSYSTEM

AgeCheq is a proud member of the Application Developers Alliance

www.agecheq.com

Document Version

Version	Date	Description
0.01	02/12/2015	Initial Version

*Other names and brands may be claimed as the property of others.

1.0   Purpose

The AgeCheq COPPA Compliance ecosystem is designed to help developers make their games and apps compliant with the law as painlessly as possible. Two of the tools offered by AgeCheq allow developers to put COPPA compliance technology into existing software in such a way that the disruption to the customer is controlled. The first is the ability to "throttle" onboarding, and only get Verifiable Parental Consent (VPC) from a percentage of customers at a time. The second is the ability to offer "trials" where users are not forced to give VPC for a certain number of sessions. These tools allow developers to begin to collect Personally Identifiable Information (PII) from their customers at a manageable rate, rather than making an immediate change which disrupts the entire user experience.

 The purpose of this documentation is to document why a developer might want to use these onboarding tools, the best practices for implementing these tools, and a detailed description of how to use these tools in a game or app.

2.0   Why Use Onboarding Tools?

The AgeCheq Onboarding Tools are designed to help developers who want to have a smooth transition for their users who are already using software that must be made COPPA compliant. Customers might not be accustomed to getting VPC, or looking at privacy policies at first. By giving users several opportunities to warm up to the new COPPA regulations, developers are better able to retain users while achieving their business goals.
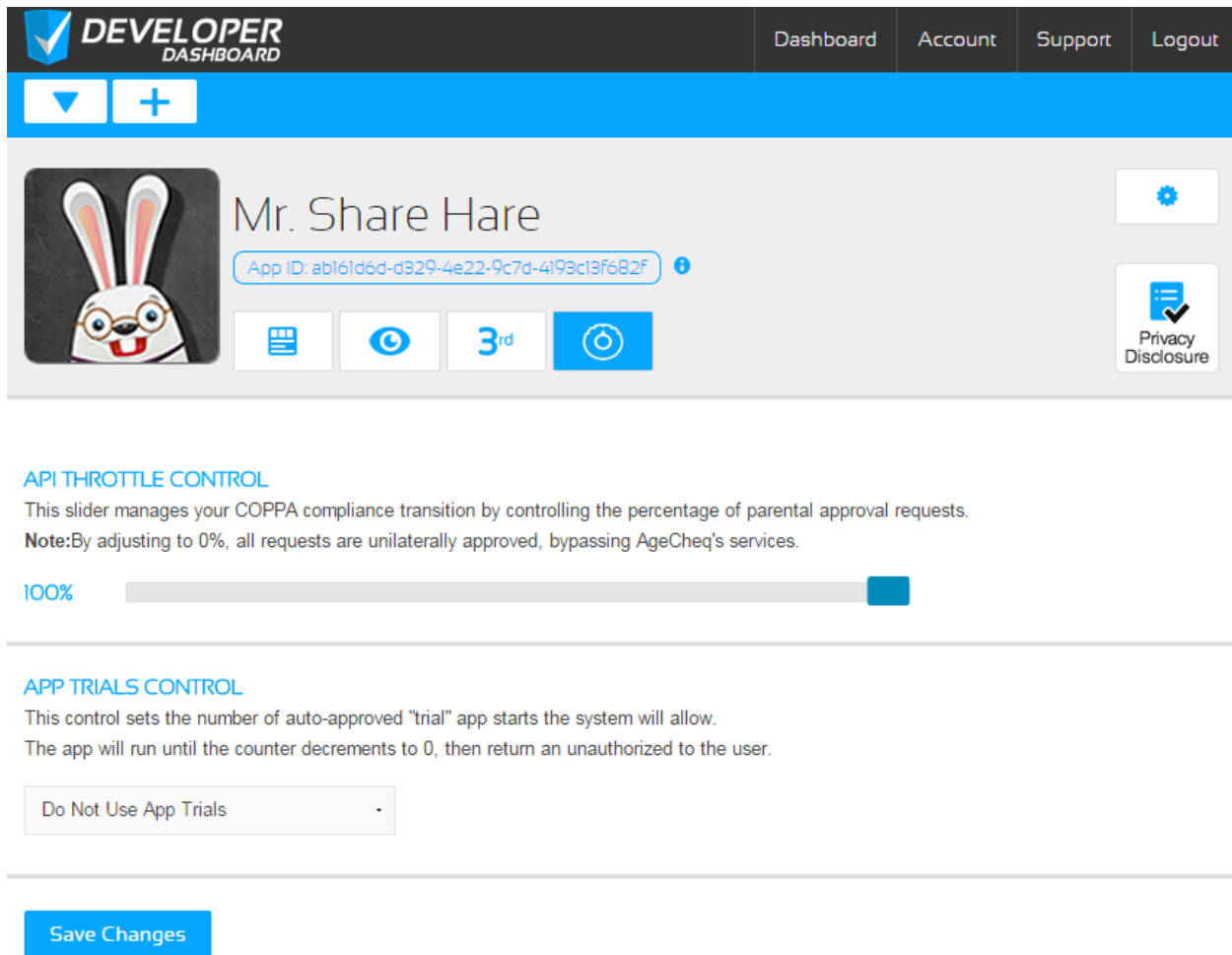
3.0   Best Practices

The best practices for using these tools is to only collect PII after successfully getting VPC. However, these tools will continue to help remind users that they must get a parent's consent as soon as possible. In practice, the developer of the software should look at the *checktype* property returned from the *check* API call before collecting any PII. The *checktype* will indicate whether PII may be collected or not before turning the user away completely. If the *checktype* is a 0 or a 1, it indicates that the check response was the result of an actual call, and that the decision to collect PII may be based off of the result of the *agecheq.deviceregistered, agecheq.parentverified,* and *agecheq.appauthorized* properties. If the *checktype* is 2 or 3, the onboarding tools have kicked in and no PII may be collected.

Take a look at the *check* API command in the AgeCheq API documentation for more information (http://documentation.agecheq.com/pdf/AgeCheq_API_Documentation.pdf).

4.0   How to use the onboarding tools?

In the AgeCheq Developer Dashboard, the onboarding tools are available from the *Runtime Controls* of the particular app the developer wants to target.


4.1.1 API Throttle Control

The API Throttle control allows developer so manage their transition to full COPPA compliance by allowing them to control the percentage of parental approval requests that are actually processed. Setting the tuning at 100% indicates that each and every request to see if an app has been approved by a parent or not will hit the AgeCheq database and report back a valid answer. Setting the tuning to 0% indicates that each and every request to the AgeCheq database will return a "verified" result, so that you may incrementally get your customers COPPA compliant by giving a percentage of your users a "free pass".

API THROTTLE CONTROL

This slider manages your COPPA compliance transition by controlling the percentage of parental approval requests.

Note: By adjusting to 0%, all requests are unilaterally approved, bypassing AgeCheq's services.

100%
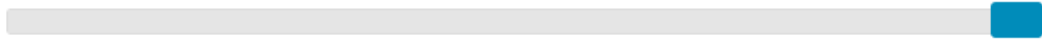
If the API Throttle is used, the *check* API command will report that it was used, and whether the check was dismissed or actually processed. Take a look at the *data.checktype* return value of the *check* API command in the AgeCheq API documentation for more information (http://documentation.agecheq.com/pdf/AgeCheq_API_Documentation.pdf).

4.1.2   Application Trials

The AgeCheq system may track how many times an application asks a parent to authorize an app for their child. That way, the game or app could make an informed decision whether to allow the child to play or force an action by a parent based on how many warnings they have received. The application trial information is returned to the developer following the *check* API command through the *data.agecheq.trials* value.

APP TRIALS CONTROL

This control sets the number of auto-approved "trial" app starts the system will allow.

The app will run until the counter decrements to 0, then return an unauthorized to the user.

Do Not Use App Trials