

## COMMENTS OF KOCHAVA

**In the Matter of  
Request for Public Comment on the  
Federal Trade Commission's  
Application Pursuant to Section  
312.12(a) of the Final Children's  
Online Privacy Protection Rule for  
Approval of Verifiable Parental  
Consent Method Not Currently  
Enumerated in Section 312.5 (b)**

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### **COMMENTS OF KOCHAVA ON AGECHEQ APPLICATION FOR PARENTAL CONSENT METHOD, PROJECT NO. P-145410**

#### **INTRODUCTION**

Kochava is pleased to submit these comments in response to the request by the Federal Trade Commission ("FTC" or "Commission") for public comment on the Federal Trade Commission's Application Pursuant to Section 321.12(a) of the Final Children's Online Privacy Protection Rule for Approval of Verifiable Parental Consent Method Not Currently Enumerated in Section 312.5 (b).

#### **BACKGROUND**

Kochava is recognized by hundreds of ad networks and mobile publishers around the world as the authoritative voice on mobile attribution analytics and optimization.

Via its platform, Kochava gives mobile advertisers the ability to understand their user acquisition activities in context through real-time visualization of campaign data. The Kochava platform provides precise analytics that span from initial launch through conversion, optimization and lifetime value (LTV) reporting.

Kochava is integrated with more than 700 publishers and is trusted by hundreds of brands including the biggest names in mobile gaming, news and media, and consumer goods. Many of the world's highest grossing apps use Kochava and super publishers, such as Yahoo and Facebook, trust Kochava to track and measure their own mobile apps.

From its inception Kochava has been an advocate of data privacy. Kochava's comments reflect the company's longstanding experience with adhering to COPPA requirements, and the company's desire to see the mobile app industry as a whole comply with COPPA.

## COMMENTS

The advertising industry in general has struggled to comply with COPPA because the requirements of the law do not fit into the industry's existing data flows. Kochava believes it is economically unfeasible for each individual ad network to create its own parental accounts, dashboards, notices, and deletion handling servers individually. This process would be far too arduous and costly, and without a standard would create chaos in the ecosystem.

The Children's Online Privacy Protection Act and its implementing Rule are, at present, inadequately applied to the mobile ecosystem, from the apps themselves to the third party services that are leveraged by most successful apps, including advertising. Many apps are created by individual developers that lack the resources to create their own parental verification and consent process.

However, the mobile app space is booming, and with it the mobile advertising industry is rapidly expanding as well. Most apps and third party services, like ad networks, that are used by children 13 and under do have the desire to comply with the COPPA Rule, but are faced with significant inefficiencies and massive compliance burdens that make compliance with the law a daunting challenge. Even developers targeting children have come to ignore the requirements of COPPA and instead assume the risk of COPPA enforcement as a cost of doing business.

Kochava believes that a common consent mechanism such as the one proposed by AgeCheq will provide the mobile advertising industry with ways to accurately disclose the personally identifiable information (PII) they capture to parents and to properly handle parental requests for PII removal and deletion.

By approving this method, the Commission can enable app developers to comply with the COPPA rule and empower parents to make informed decisions about their children's online privacy.

## CONCLUSION

As a strong advocate for data privacy and innovation across the mobile app ecosystem to benefit both the app publishers as well as the end users, Kochava appreciates the opportunity to submit comments to the FTC in this important proceeding. In order for the COPPA Rule to be effective in protecting children we, as an industry, must standardize on a simple and straightforward way for app developers to disclose their data privacy practices, share this information with parents, and provide a common consent mechanism to make parental approval as simple and manageable as possible. The very success of the COPPA Rule depends on it.

Respectfully Submitted,  
Charles Manning  
President and CEO  
Kochava