

UNITED STATES OF AMERICA Federal Trade Commission WASHINGTON, D.C. 20580

November 21, 2014

AgeCheq Inc. Roy R. Smith, II, CEO 146 Pine Grove Circle, First Floor

method under the Children's Online Privacy Protection Rule ("COPPA" or "the Rule"). After careful consideration of the application and the public comments that were submitted in this matter, the Commission has determined that AgeCheq's proposed VPC mechanism incorporates methods already enumerated in the Rule, and thus denies AgeCheq's application.

AgeCheq submitted a proposed VPC method for approval on July 25, 2014. The Commission published the application in the Federal Register on August 25, 2014. The public comment period closed on September 30, 2014.

¹ In response to the application, the Commission received thirteen comments regarding AgeCheq's application.²

parties that have applied for approval of a new VPC method have also made clear that their own business model involves the use of a common consent mechanism.¹²

The proposed VPC methods used by AgeCheq are already recognized as a valid means of obtaining verifiable parental consent in the Rule, and AgeCheq is free to pursue the development of a common consent mechanism without Commission approval. Accordingly, the Commission denies AgeCheq's application.

By direction of the Commission.

Donald S. Clark Secretary

¹² See Imperium, LLC's application, *available at* <u>http://www.ftc.gov/news-events/press-releases/2013/09/ftc-seeks-public-comment-imperium-llc-proposal-parental;</u> iVerifly, Inc.'s application, *available at* <u>http://www.ftc.gov/news-events/press-releases/2013/12/ftc-seeks-public-comment-iverifly-inc-proposal-parental;</u> Comment of AssertID, Inc.