ESRB PRIVACY CERTIFIED

Collaborative Approach Allows Mobile Startup to Create First Social App Open to All Ages

> *"At Jet, we believe everyone deserves a great way to connect with friends. So we combined the best of mobile sharing and messaging in a COPPA-compliant app that's open and appealing to all ages. Making Jet available and awesome for kids under 13 was our number one goal, and ESRB Privacy Certified was our partner all along the way."*
>
> *- Jenny Mirken, Chief Executive Officer, Jet*

Creating an Excellent Experience for Everyone — Even Kids Under 13

Jet is the first social app open to all ages. It offers sharing and messaging features that mobile consumers have come to expect -- including posting and sending photos and videos -- plus exclusive features that appeal to young users like Notes, Moods and stickers. For the first time ever, a social app allows users of all ages to connect with friends and family. Finally, kids under 13 can be themselves and be honest about their ages and parents can be assured about their safety.

More than just access, Jet is focused on increased privacy for everyone. While other services allow users to connect with strangers, Jet requires both parties to approve a friendship before sharing content or messaging. Jet also makes it easy and fun for parents to connect to their kids on Jet. Both parents and kids will feel safer knowing that parents have the option to review all friend requests first.

Privacy First

ESRB Privacy Certified (EPC) worked with Jet to implement a "Privacy by Design" approach throughout the product development process. EPC also drafted Jet's long- and short-form privacy policies and helped ensure the Jet apps and website are COPPA-compliant. In addition, EPC supported the company's proprietary "two-app" solution for collecting parental consent for Jet users under 13. Among Jet's proprietary features developed in consultation with ECP's "Privacy by Design" program are:

- An ad-free environment across all Jet products
- Default privacy settings that are easy-to-understand and protect all users
- The Jet Parent companion app makes verification more convenient for parents and allows them to stay connected to their kids
- An uncompromising design that delivers the experience consumers expect with the protection COPPA mandates.

ESRB Privacy Certified *is a full-service online and mobile privacy program that helps member companies protect their brand reputation and enhance consumer trust. Learn more at www.esrb.org/privacy.*

Privacy Always

Jet launched in beta last spring and will officially launch in fall 2015 in Apple's App Store. Thanks to the company's close and ongoing collaboration with EPC:

- Jet offers an excellent and safe social networking solution for all users, even kids under 13
- Collaborating with EPC, Jet is a pioneer in parental consent solutions for social networking apps
- Jet is poised to expand as the company grows.

In the future, Jet will expand to additional platforms to meet the demands of savvy 21st-century kids. Jet is committed to being wherever kids are, and its partnership with EPC will help ensure that each new channel is fully COPPA-compliant. EPC will continue to be an integral partner as this exciting startup evolves, helping Jet move its audience -- and the industry -- safely forward.