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Imperium Granted U.S. Patent for ChildGuardOnline™ Technology

Technologically-advanced service provides online businesses directed towards children under 13 years of age with an easy and reliable solution for complying with COPPA regulations.

WESTPORT, CT, July 15, 2014 –Imperium, an established industry leader in fraud prevention and identity validation solutions, announced today that it has been granted patent number 8,782,264 by the United States Patent and Trademark Office covering technology in the company’s ChildGuardOnline parental consent verification service.

The patent relates to Imperium’s identity validation system and method for receiving and verifying parental information, which allows website operators and mobile app providers to comply with COPPA law. The ChildGuardOnline service uses a combination of modern technologies and Imperium’s anti-fraud methodological expertise to accurately verify parental consent, including a real-time verification capability. It enables websites and mobile apps to confidently comply with COPPA while saving time and resources. It also allows parents to monitor the sites their children have approval to visit.

The ChildGuardOnline service offers a wide range of COPPA-compliant validation techniques including, submitted address and discovered geo-location, correlation of number of children per parent, number of sites approved per parent and child, last four digits of social security numbers, and knowledge-based authentication, to validate parent’s ID. For the benefit of parents and guardians, the service also provides an easy-to-use [parent portal](#) where they can instantly approve and proactively manage the websites they have authorized for their child’s use via the service.

Recently, ChildGuardOnline became the first parental consent verification service to receive FTC approval for its knowledge-based authentication method, offering the ability for companies to ask a person a number of dynamically generated, “out-of-wallet” challenge/response questions to establish valid identification.

Marshall Harrison, Founder and CEO of Imperium commented, “This patent demonstrates Imperium’s commitment to advancing the industry in identity verification and fraud prevention. It is our goal to help online businesses effectively adhere to COPPA rules while also helping parents protect their children online.”

About Imperium

Imperium is an established leader in fraud prevention and identity validation solutions designed to help businesses achieve high-level data integrity and comply with industry regulations. For over 10 years, respected companies have been relying on Imperium’s comprehensive suite of technological services to accurately verify self-reported personal information and restrict fraudulent online activities. For more information visit www.imperium.com.

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